



# ADVERTISING RATES

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## RUN OF PAPER (R.O.P.) • 5 Column Format

CONTRACT RATES	FULL PAGE • 5col x 13 10.25" x 12.685"		HALF PAGE • 5col x 6 10.25" x 6"		Quarter Page • 3col x 5 6" x 5"		Eighth Page • 2col x 4 4" x 4"		Sixteenth Page • 2col x 2 4" x 2"	
	B&W	COLOR	B&W	COLOR	B&W	COLOR	B&W	COLOR	B&W	COLOR
OPEN RATE	\$799.50	\$899.50	\$369	\$469	\$184.50	\$259.50	\$98.40	\$138.40	\$49.20	\$69.20
4 WEEKS	\$695.50/wk	\$795.50/wk	\$321/wk	\$421/wk	\$160.50/wk	\$235.50/wk	\$85.60/wk	\$125.60/wk	\$42.80/wk	\$62.80/wk
12 WEEKS	\$659.75/wk	\$759.75/wk	\$304.50/wk	\$404.50/wk	\$152.25/wk	\$227.25/wk	\$81.20/wk	\$121.20/wk	\$40.60/wk	\$60.60/wk
26 WEEKS	\$624/wk	\$724/wk	\$288/wk	\$388/wk	\$144/wk	\$219/wk	\$76.80/wk	\$116.80/wk	\$38.40/wk	\$58.40/wk

## HOME SERVICES • CLASSIFIED • 6 Column Format

CONTRACT RATES B&W ONLY	FULL PAGE • 6col x 13 10.25" x 12.685"		HALF PAGE • 6col x 6 10.25" x 6"		QUARTER PAGE • 3col x 5 5" x 5"		EIGHTH PAGE • 2col x 4 3.3" x 4"		SIXTEENTH PAGE • 2col x 2 3.306" x 2"	
	OPEN RATE	\$830.70	\$930.70	\$383.40	\$483.40	\$159.75	\$234.75	\$85.20	\$125.20	\$42.60
4 WEEKS	\$709.80/wk	\$809.80/wk	\$327.60/wk	\$427.60/wk	\$136.50/wk	\$211.50/wk	\$72.80/wk	\$112.80/wk	\$36.40/wk	\$56.40/wk
12 WEEKS	\$678.60/wk	\$778.60/wk	\$313.20/wk	\$413.20/wk	\$130.50/wk	\$205.50/wk	\$69.60/wk	\$109.60/wk	\$34.80/wk	\$54.80/wk
26 WEEKS	\$624/wk	\$724/wk	\$288/wk	\$388/wk	\$120/wk	\$195/wk	\$64/wk	\$104/wk	\$32/wk	\$52/wk

## DINING • 6 Column Format • See Above for Sizes

OPEN RATE	B&W	COLOR	B&W	COLOR	B&W	COLOR	B&W	COLOR	B&W	COLOR
	\$830.70	\$930.70	\$383.40	\$483.40	\$159.75	\$234.75	\$85.20	\$125.20	\$42.60	\$62.60
4 WEEKS	\$709.80/wk	\$809.80/wk	\$327.60/wk	\$427.60/wk	\$136.50/wk	\$211.50/wk	\$72.80/wk	\$112.80/wk	\$36.40/wk	\$56.40/wk
12 WEEKS	\$678.60/wk	\$778.60/wk	\$313.20/wk	\$413.20/wk	\$130.50/wk	\$205.50/wk	\$69.60/wk	\$109.60/wk	\$34.80/wk	\$54.80/wk
26 WEEKS	\$624/wk	\$724/wk	\$288/wk	\$388/wk	\$120/wk	\$195/wk	\$64/wk	\$104/wk	\$32/wk	\$52/wk