



PROUD MEMBER OF THE OBSERVER MEDIA FAMILY OF COMMUNITY OWNED AND WRITTEN NEWSPAPERS & WEBSITES

Advertising Rates 2013

Prices are per insertion. Contract term no longer than one year from start date.

Ad Dimensions	1X	3X Each	6X Each	12X Each
1" High Classified (x2 1/8" W)	\$20	\$20	\$32	\$28
2" High Classified (x2 1/8" W)	\$40	\$36	\$32	\$28
1/16 Page Vertical 2 1/8" Wide x 3 1/2" High	\$108	\$96	\$84	\$72
1/16 Page Horizontal 4 5/8" Wide x 1 3/4" High	\$108	\$96	\$84	\$72
1/8 Page Horizontal 4 5/8" Wide x 3 1/2" High	\$216	\$192	\$168	\$144
1/8 Page BANNER 9 1/2" Wide x 1 3/4" High	\$216	\$192	\$168	\$144
1/4 Page Horizontal 9 1/2" Wide x 3 1/2" High	\$432	\$384	\$366	\$288
1/4 Page Vertical 4 5/8" Wide x 7 1/2" High	\$432	\$384	\$366	\$288
1/2 Page Horizontal 9 1/2" Wide x 7 1/2" High	\$864	\$768	\$672	\$576
1/2 Page Vertical 4 5/8" Wide x 15 1/4" High	\$864	\$768	\$672	\$576
Full Page 9 1/2" Wide x 15 1/4" High	\$1,728	\$1,536	\$1,344	\$1,152

Loose Ad Insertions	Per 1,000	Note: These insert rates do not include cost of designing or printing the insertion.
Machine Insertion (10.5 x 16 max)	\$80	
Hand Insertion (CDs, Booklets, ect.)	\$160	

Options		Print Ad Specifications
Campus District Membership	10% Discount	Digital PDF files preferred 4-Color Process, CMYK Save PDFs as "Press Quality" & 300 DPI
Nonprofit Organization	10% Discount	
Black & White Ad	10% Discount	
Special Placement	10% Added	
Ad Redesign Services	\$30 Each	

