

Retail Rate Card

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2017

FREQUENCY/COST PER INSERTION

AD SIZE Column x Agates(Width x Depth)	52 x	26 x	12 x	8 x	4 x	1 x
FULL PAGE 8 x 196 (10.333" x 14") 	\$ 2,310	2,660	2,810	2,945	3,275	3,640
VERT. TWO THIRDS 5 x 196 (6.396" x 14") 	\$ 1,715	1,925	2,035	2,140	2,355	2,570
HORI. TWO THIRDS 8 x 130 (10.333" x 9.286") 	\$ 1,715	1,925	2,035	2,140	2,355	2,570
VERTICAL HALF 4 x 196 (5.083" x 14") 	\$ 1,445	1,610	1,690	1,790	1,980	2,195
HORIZONTAL HALF 8 x 97 (10.333" x 6.929") 	\$ 1,290	1,450	1,525	1,610	1,765	1,960
THIRD PAGE 4 x 130 (5.083" x 9.286") 	\$ 855	965	1020	1070	1,180	1,290
QUARTER PAGE 4 x 97 (5.083" x 6.929") 3 x 130 (3.771" x 9.286") 	\$ 680	750	785	825	910	1,000
SIXTH PAGE 4 x 63 (5.083" x 4.5") 	\$ 485	535	560	590	655	720
EIGHTH PAGE 3 x 63 (3.771" x 4.5") 4 x 47 (5.083" x 3.357") 	\$ 340	385	405	425	470	515
TWELFTH PAGE 2 x 63 (2.458" x 4.5") 4 x 30 (5.083" x 2.143") 	\$ 250	270	295	315	350	385
BUSINESS CARD 2 x 47 (2.458" x 3.357") 3 x 30 (3.771" x 2.143") 	\$ 160	180	205	215	235	265