

## 2008 Classified Display Rates

### ADVERTISING RATES PER COLUMN INCH (gross)

Unit Size	1X	3C*	6X	13X	26X	39X	52X	104X
1-9	270	246	257	246	230	219	211	201
10-29	267	244	252	244	228	218	210	197
30+	264	239	248	239	221	214	201	192

### COST PER AD BY UNIT SIZE

Unit Size	1X	3C*	6X	13X	26X	39X	52X	104X
1	270	246	257	246	230	219	211	201
2	540	492	514	492	460	438	422	402
3	810	738	771	738	690	657	633	603
4	1,080	984	1,028	984	920	876	844	804
5	1,350	1,230	1,285	1,230	1,150	1,095	1,055	1,005
6	1,620	1,476	1,542	1,476	1,380	1,314	1,266	1,206
7	1,890	1,722	1,799	1,722	1,610	1,533	1,477	1,407
8	2,160	1,968	2,056	1,968	1,840	1,752	1,688	1,608
9	2,430	2,214	2,313	2,214	2,070	1,971	1,899	1,809
10	2,670	2,440	2,520	2,440	2,280	2,180	2,100	1,970
18	4,806	4,392	4,536	4,392	4,104	3,924	3,780	3,546
24	6,408	5,856	6,048	5,856	5,472	5,232	5,040	4,728

### SPECIAL COLOR RATES

Red, blue, green or yellow is available for \$65 per color per ad; 13x or higher, \$55 per color per ad.

### CLASSIFIED LINE RATES

Classified advertising is \$38.00 per printed line, minimum of four lines. \$152.00 advance payment is required for all first-time advertisers. Except for headlines, all body copy in classified line ad will be set flush left. Two line maximum for boldface type.

### CLOSING DATES FOR STRAIGHT LINE DISPLAY

Space reservations and copy for categories are due Tuesday, noon, 6 days prior to publication date.  
ALL ADS MUST BE PREPAID.

\*Per column inch - 3 or more consecutive weeks.