

2008 Classified Retail Rates

ADVERTISING RATES PER INCH (GROSS) - CLASSIFIED RETAIL RATE DISPLAY RATE CARD - 36% Discount from Classified Rate

Unit Size	1X	3C*	6X	13X	26X	39X	52X	104X
1-9	173	157	164	157	147	140	135	129
10-29	171	156	161	156	146	139	134	126
30+	169	153	159	153	141	137	129	123

COST PER AD BY UNIT SIZE

Unit Size	1X	3C*	6X	13X	26X	39X	52X	104X
1	173	157	164	157	147	140	135	129
2	346	314	328	314	294	280	270	258
3	519	471	492	471	441	420	405	387
4	692	628	656	628	588	560	540	516
5	865	785	820	785	735	700	675	645
6	1,038	942	984	942	882	840	810	774
7	1,211	1,099	1,148	1,099	1,029	980	945	903
8	1,384	1,256	1,312	1,256	1,176	1,120	1,080	1,032
9	1,557	1,413	1,476	1,413	1,323	1,260	1,215	1,161
10	1,710	1,560	1,610	1,560	1,460	1,390	1,340	1,260
18	3,078	2,808	2,898	2,808	2,628	2,502	2,412	2,268
24	4,104	3,744	3,864	3,744	3,504	3,336	3,216	3,024

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