

# 2017 ADVERTISING RATES

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## DISPLAY ROP ADS

Open Rate: \$19.00 per column inch

### Contract Rates:

6 consecutive weeks: \$15.25 per column inch

13 consecutive weeks: \$14.75 per column inch

26 consecutive weeks: \$14.00 per column inch

52 consecutive weeks: \$13.50 per column inch

**Color:** 25% additional charge Full color

### Pre-Printed Inserts:

Single Sheet \$65.00 per thousand

Add \$5 per thousand per 4-page increments

*All rates are net*

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**PUBLICATION DATE:** Every Thursday

### DEADLINES:

Space closing and ads requiring proof: Monday prior to publication date.

Camera ready materials: Tuesday prior to publication date.

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## MECHANICAL MEASUREMENTS

**Tabloid Page: 5 columns x 16 inches (Standard Advertising Unit - SAU)**

Columns	Inches
1 col.	2.00
2 col.	4.0
3. col	6.25
4 col.	8.25"
5 col.	10.25"

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## ONLINE ADVERTISING RATES

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**Leader Board Ads:** \$8/M impressions - Run of Site 728 X 90 pixels

**Cube Ads:** \$8/M impressions - Run of Site 300 X 250 pixels

\*Standard IAB Sizes

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