

2020 ADVERTISING RATES

DISPLAY ROP ADS

Open Rate: \$19.00 per column inch

Contract Rates:

6 consecutive weeks: \$16.00 per column inch

13 consecutive weeks: \$15.50 per column inch

26 consecutive weeks: \$14.50 per column inch

52 consecutive weeks: \$14.00 per column inch

Color: 25% additional charge Full color

Pre-Printed Inserts:

Single Sheet \$75.00 per thousand

Add \$5 per thousand per 4-page increments

All rates are net

PUBLICATION DATE: Every Thursday

DEADLINES:

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

Camera ready materials: Tuesday prior to publication date.

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	6.125
4 col.	8.25"
5 col.	10.25"

ONLINE ADVERTISING RATES

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

PARK LABREA NEWS

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