

DISPLAY AD LAYOUT SIZES FOR THE SHOPPER'S GUIDE - \$9.00 per column



Shown is a sampling of our most popular sizes & shapes. We are a Tabloid sized paper with a page format of 6 columns wide (10 3/8") x 16" long.

2 columns x 3" - \$54.00
(3 3/8" wide)

w/ Spot Color — \$74.00
w/ Full Color — \$79.00

2 columns x 1" - \$18.00
(3 3/8" wide)

w/ Spot Color — \$38.00 w/ Full Color — \$43.00

2 columns x 2" - \$36.00
(3 3/8" wide)

w/ Spot Color — \$56.00
w/ Full Color — \$61.00

COLUMN WIDTHS

- 1 col. 1 5/8"
- 2 col. 3 3/8"
- 3 col. 5 1/8"
- 4 col. 6 7/8"
- 5 col. 8 5/8"
- 6 col. 10 3/8"

COLOR RATES

- SPOT COLOR**
Ad sizes up to 10"
ad rate + \$20.00
Ad sizes 10 1/2" up to 24"
ad rate plus \$40.00
Ad sizes 25" or more
ad rate plus \$60.00
- FULL COLOR**
Ad sizes up to 10"
ad rate plus \$25.00
Ad sizes 10 1/2" up to 24"
ad rate plus \$50.00
Ad sizes 25" or more
ad rate plus \$100.00

Quarter Page \$216
Half Page \$432
Full Page \$864

2 columns x 5" - \$90.00
(3 3/8" wide)

w/ Spot Color — \$110.00
w/ Full Color — \$115.00

2 columns x 1 1/2" - \$27.00
(3 3/8" wide)

w/ Spot Color — \$47.00
w/ Full Color — \$52.00

2 columns x 5 1/2" - \$99.00
(3 3/8" wide)

w/ Spot Color — \$139.00
w/ Full Color — \$149.00

1 column x 3"
(1 5/8" wide)
\$27.00

w/ Spot Color — \$47.00
w/ Full Color — \$52.00

1 column x 2"
(1 5/8" wide)
\$18.00

w/ Spot Color — \$38.00
w/ Full Color — \$43.00

3 columns x 8" - 1/4 page - \$216.00
(5 1/8" wide)

w/ Spot Color — \$256.00 w/ Full Color — \$266.00

3 columns x 3" - \$81.00
(5 1/8" wide)

w/ Spot Color — \$101.00
w/ Full Color — \$106.00

2 columns x 2 1/2" - \$45.00
(3 3/8" wide)

w/ Spot Color — \$65.00
w/ Full Color — \$70.00

3 columns x 4" - \$108.00
(5 1/8" wide)

w/ Spot Color — \$148.00
w/ Full Color — \$158.00

2 columns x 4" - \$72.00
(3 3/8" wide)

w/ Spot Color — \$92.00
w/ Full Color — \$97.00