# flarlin Armocrat The Resebud News 

Advertising Rate Card

Effective January 2020

## Run of Paper

Open Rate:
Combo Rate:

## Continuous Open Rate:

Cont. Combo Rate:
$\$ 7.10$ per column inch.
$\$ 10.75$ per column inch. $\$ 6.60$ per column inch.
$\$ \mathbf{1 0 . 2 5}$ per column inch. Ad run minimum of 13 weeks or more

## Classified Display

Open Rate:
\$10.10 per column inch.
Continuous Open Rate: $\mathbf{\$ 9 . 2 5}$ per column inch.
Ad run minimum of 13 weeks or more

## Mechanical Sizes

ROP (Run of Paper)
300 dpi
1 Column $=1.69$ in
2 Column $=3.55 \mathrm{in}$
3 Column $=5.41 \mathrm{in}$
4 Column $=7.27$ in
5 Column $=9.13$ in
6 Column $=11$ in
CLASSIFIED DISPLAY
300 dpi
1 Column $=1.23$ in
2 Column $=2.62$ in
3 Column - 4.02 in
4 Column $=5.41$ in
5 Column $=6.81$ in
6 Column $=8.20$ in
7 Column - 9.60 in
8 Column $=11$ in

## SPECIAL DISPLAY 300 dpi

Page 1 Top Banner
8.85 in. x 1.5 in

Page 1 Bottom 3.55 in. x 2 in

Sudoku Puzzle 3.25 in x 2.00 in.
Crossword - Signature style (3 lines)
Around Town - No larger than 6 in. tall

## WEBSITE ADVERTISING

Top Banner
Bottom Banner
Left Side

728 px X 90 px 728 px X 90 px
160 px X 120 px

## CLASSIFIED LINE ADS

$\mathbf{\$ 1 2 . 5 0}$ for the first 10 words. 50 cents per word after. Per week.

