

The New Era

LET US HELP YOU GROW YOUR BUSINESS!

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ADVERTISING RATES 2018

COLUMN INCH AD RATES: Open Rate: \$10.95 per column inch

DISCOUNTS AVAILABLE FOR REPEAT ADVERTISING:

Frequency Rates: All display advertising which is run a minimum of:

- Two weeks per month is \$9.90 per column inch
- Three weeks per month is \$8.80 per column inch
- Four weeks per month is \$7.95 per column inch

Save even

more with Contract Rates: For 6 month & 12 month advertising commitments.

All discounts shown will be earned only if the account is paid in full and not later than the 10th of the month following the billing date. A service charge of 1.75% (21% per year) is added to all past due accounts (over 30 days). Account 60 days past due are subject to collection.

The New Era and the EXTRA are delivered by mail to over 7,700 homes in East Linn County. Reaching nearly all households between Crawfordsville & Cascadia

<p>FULL PAGE</p> <p>5 columns x 16.5 inches</p> <p>\$903.40 B & W \$1063.40 Color</p> <p>Dimensions: 10.38" x 16.5"</p>	<p>1/2 PAGE</p> <p>5 columns x 8.5 inches</p> <p>\$465.40 B & W \$625.40 Color</p> <p>Dimensions: 10.38" x 8.5"</p>	<p>MODULAR AD RATES</p>	<p>1/4 PAGE</p> <p>3 columns x 7 inches</p> <p>\$229.95 B & W \$309.95 Color</p> <p>Dimensions: 6.16" x 7"</p>	<p>1/8 PAGE</p> <p>2 columns x 5 inches</p> <p>\$109.50 B & W \$189.50 Color</p> <p>Dimensions: 4.05" x 5"</p>
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PREPRINT RATES

Preprint Insertion Rates:

- Single sheet → .65 each
- 4 page tab → .67 each
- 8 page tab/4 full → .75 each
- 12 page tab/6 full → .79 each
- 16 page tab/8 full → .83 each

Deliver by mail to 7700 households
Call for a quote

WEBSITE

www.sweethomenews.com

Our website has over
17,000 visitors per month.
Start with as little as
\$50/500 impressions
per month.

COLOR RATES

Add impact and energy
to your ad with color!

Full color add → \$40-\$160

TOTAL MARKET RATES

The New Era + The EXTRA
All quoted rates include
Total Market Coverage
of East Linn County.
We deliver by mail each Wednesday.

DEADLINES

for all ads is
noon on Friday.

Kyla Jutte, Advertising Representative
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