

# The New Era

LET US HELP YOU GROW YOUR BUSINESS!

1313 Main Street • P.O. Box 39  
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## ADVERTISING RATES 2021

COLUMN INCH AD RATES: Open Rate: \$11.00 per column inch

DISCOUNTS AVAILABLE FOR REPEAT ADVERTISING:

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

- Two weeks per month is \$10.00 per column inch
- Four weeks per month is \$8.00 per column inch

Save even  
more with

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

Non-Profit Rate: \$8.15 per column inch

\*Premium placement is an additional \$1 per column inch. Minimum \$5

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 Live Local are delivered by mail to over 7,700 homes in East Linn County.  
Reaching nearly all households between Lebanon, Crawfordsville & Cascadia

### FULL PAGE

5 columns  
x 16.5 inches

\$907.50 B & W  
\$1170.00 Color

Dimensions:  
10.38" x 16.5"

### 1/2 PAGE

5 columns  
x 8.5 inches

\$467.50 B & W  
\$557.50 Color

Dimensions:  
10.38" x 8.5"

## MODULAR AD RATES

### 1/4 PAGE

3 columns  
x 7 inches

\$231.00 B & W  
\$391.00 Color

Dimensions:  
6.16" x 7"

### 1/8 PAGE

2 columns  
x 5 inches

\$110.00 B & W  
\$160.00 Color

Dimensions:  
4.05" x 5"

## PREPRINT RATES

Preprint Insertion Rates:

Single sheet → 70¢ each

4 page tab → 72¢ each

8 page tab/4 full → 80¢ each

12 page tab/6 full → 84¢ each

16 page tab/8 full → 88¢ each

Call for a quote

## WEBSITE

www.sweethomenews.com

Our website has over  
17,000 visitors per month.

Contact for  
web advertising  
adrep@sweethomenews.com

## COLOR RATES

Add impact and energy  
to your ad with color!

Full color add → \$30-\$180

Monthly  
Total Market Coverage

## Live Local

Reach over 6,000  
households in East Linn County.  
That is close to 100% coverage!

\$15 per column inch.

Kyla Jutte, Advertising Representative  
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