

# YOUR NEWSPAPER FLAG HERE



**E** *xcellence*  
*In Journalism*

**Q** *uality*  
*In Advertising*

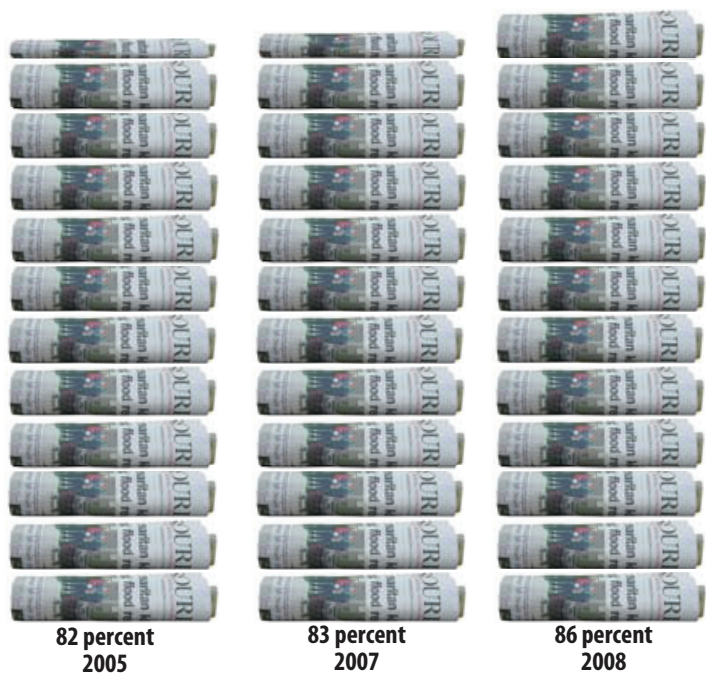
YOUR LOGO HERE



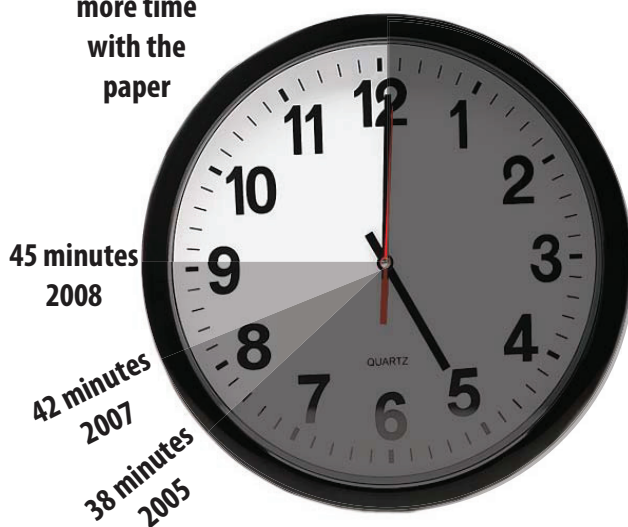
***More people are reading  
a community newspaper  
each week***

Source: The National Newspaper Association

## More people report reading a newspaper each week



## And they're spending more time with the paper



### ABOUT THE RESEARCH

**The 2005 study** sampled 503 respondents in communities of less than 100,000.

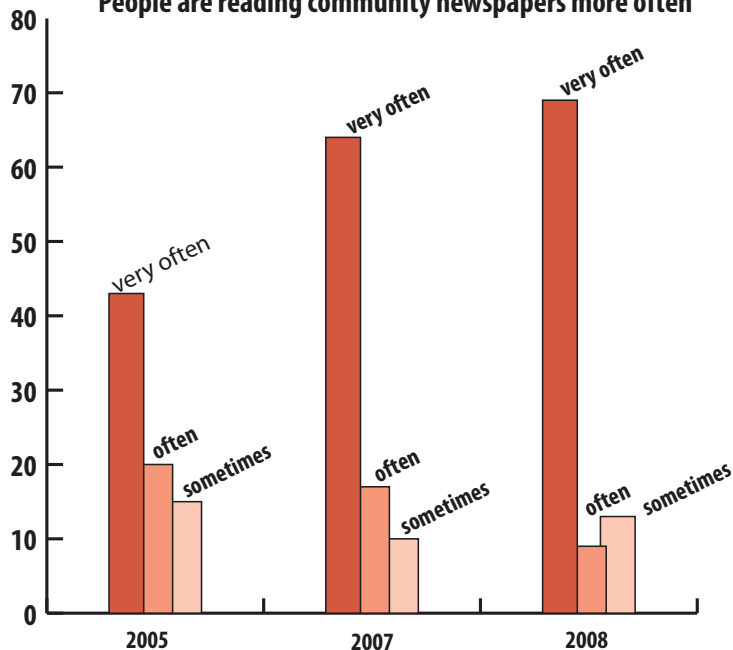
**The 2007 study** sampled 505 respondents in communities of less than 50,000

**The 2008 study** sampled 502 respondents in communities of less than 25,000

The telephone surveys were conducted by the Reynolds Journalism Institute for the National Newspaper Association.



### People are reading community newspapers more often



# (Your company) Display Advertising Rates & Data 2008

	1x	3x	6x	9x	12x	26x	52x
Full Page	\$??	\$??	\$??	\$??	\$??	\$??	\$??
Magazine Page	\$??	\$??	\$??	\$??	\$??	\$??	\$??
One-Half Page	\$??	\$??	\$??	\$??	\$??	\$??	\$??
One-Eighth Page	\$??	\$??	\$??	\$??	\$??	\$??	\$??
One-Sixteenth Page	\$??	\$??	\$??	\$??	\$??	\$??	\$??
Product Service Directory	\$??	\$??	\$??	\$??	\$??	\$??	\$??

## SPECIAL POSITIONS

*Priority will be given to contract customers*

Page 2.....	25%
Back Page.....	30%
Guaranteed Position.....	20%

## COLOR

Black Plus One Color.....	\$??
Four-Color Process.....	\$??

## INSERTS

Size	Cost Per 1,000
Under Four Page Tab.....	\$??
Four Page Tab.....	\$??
Eight Page.....	\$??
Twelve Page.....	\$??

Contact us for cost on larger sizes

## DISCOUNTS

Black Plus One Color.....	\$??
Four-Color Process.....	\$??

## STANDARD SIZES

Ad Type	Size (W x H)
Full Page	?? x ??
Magazine Page	?? x ??
1/2 Vertical	?? x ??
1/2 Horizontal	?? x ??
1/4 Standard	?? x ??
1/8 Standard	?? x ??
1/16 Standard	?? x ??
Product Service	?? x ??

## MECHANICAL REQUIREMENTS

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- Depth of column is ??
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- Advertising page size is ??
- ?? line screen ??
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## POLICIES

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# **(Your company) Classified Advertising Rates & Data 2008**

## **ONLINE RATES**

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## **WEDDING ANNOUNCEMENTS**

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## **GARAGE SALES**

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## **CLASSIFIED RATES**

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## **DISPLAY CLASSIFIED RATES**

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## **BLIND BOX**

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## **HELP WANTED**

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## **DEADLINES**

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**Space for testimonials from advertisers/print and online/ classified and display**