

The Vindicator

"BE JUST AND FEAR NOT"

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The Vindicator publishes every Thursday

Circulation: 1,800

Deadline: Monday, Noon

Retail rate (per column inch)	\$6.50	Classified/Legal	50¢/word (\$10 min.)
Front Page Banner	\$175/wk	Obituaries	\$50
Front Page Block	\$100/wk	Announcements	\$25
Church Page	\$16/wk		
Biz Directory	\$25/wk. or \$20/wk for 12+wks		
Inserts	\$200/flat		

WEB ADVERTISING SIZES & RATES

Leaderboard	728x90 pixels	\$65/wk.
Pencil	960x30 pixels	\$75/wk.
Skyscraper	160x600 pixels	\$55/wk.
In-Story	300x250 pixels	\$45/wk.
Button	160x160 pixels	\$35/wk.

2019 Retail Advertising Discounted Frequency Rates

<u>AD SIZE</u>	<u>RATE 1X</u>	<u>12 WEEKS</u>	<u>26+ WEEKS</u>
2x3	\$39	\$36	\$34
2x5	\$65	\$60	\$55
3x5	\$97.50	\$92.50	\$87.50
¼ PAGE	\$204.75	\$195	\$180
½ PAGE	\$409.50	\$399.50	\$379.50
FULL PAGE	\$819	\$750	\$700

*ADDITIONAL CHARGE FOR COLOR ON ALL ADS

MECHANICAL MEASUREMENTS

All measurements are in inches

<u>ROP</u>		<u>CLASSIFIED</u>	
1 col.	1.52	1 Col.	1.00
2 col.	3.22	2 col.	2.12
3 col.	4.91	3 col.	3.25
4 col.	6.61	4 col.	4.37
5 col.	8.31	5 col.	5.5
6 col.	10.00	6 col.	6.62
Full page	10x21.25	7 col.	7.75
		8 col.	8.57
		9 col.	10.00

MAIL SUBSCRIPTION RATES

In County per year.....	\$40
Out of county per year	\$45
Out of state per year	\$50

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