

The Vindicator

"BE JUST AND FEAR NOT"

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 www.thevindicator.com

The Vindicator publishes every Thursday

Circulation: 2,000

Deadline: Monday, Noon

Retail rate (per column inch)	\$7.25
Front Page Banner	\$200/wk
Front Page Block	\$115/wk
Church Page	\$17/wk
Biz Directory	\$30/wk. or \$25/wk for 12+wks
Inserts	\$200/flat

Classified/Legal	65¢/word (\$12 min.)
Obituaries	\$70
Announcements	\$35

WEB ADVERTISING SIZES & RATES

Leaderboard	728 x 90 pixels	\$75/wk.
Pencil	960 x 30 pixels	\$75/wk.
Skyscraper	300 x 600 pixels	\$55/wk.
Box AD	300 x 250 pixels	\$45/wk.
Button	300 x 90 pixels	\$35/wk.

2020 Retail Advertising Discounted Frequency Rates

AD SIZE	RATE 1X	12 WEEKS	26+ WEEKS
2x3	\$43.50	\$40	\$30
2x5	\$72.50	\$68	\$63
3x5	\$108.75	\$105	\$99
¼ PAGE	\$228.37	\$218	\$208
½ PAGE	\$456.75	\$425	\$400
FULL PAGE	\$913.50	\$885	\$820

*ADDITIONAL CHARGE FOR COLOR ON ALL ADS

MECHANICAL MEASUREMENTS

All measurements are in inches

ROP		CLASSIFIED	
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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