

Times of Wayne County

Display Advertising Rates

Rates Effective 2/1/12

Ads contracted for more than one time, do not need to run consecutively.

Number of Ads	1	2-6	7-12	13-25	26-40	41-52
BLOCK AD 2-1/4" across x 2-1/2" deep	\$45	\$40	\$35	\$33	\$28	\$25
1/16 Page 2-1/4" across x 3-1/2" deep or 5" across by 1-1/2" deep	\$60	\$55	\$50	\$47	\$43	\$40
1/8 Page 5" across x 3-1/2" deep or 2-1/4" across by 7-1/2" deep	\$85	\$80	\$75	\$70	\$65	\$60
1/4 Page 5" across x 7-1/2" deep or 7-1/2" across x 4" deep	\$130	\$125	\$115	\$113	\$109	\$100
1/2 Page 10" across x 7-1/2" deep or 5" across x 15-1/2" deep or 7-1/2" across by 10-1/4" deep	\$215	\$205	\$195	\$185	\$180	\$175
Full Page 10" across x 15-1/2" deep	\$400	\$365	\$335	\$320	\$305	\$300

SUPER SAVER AD

Pre-Paid Only

NON CHANGING AD

This size (2-1/4" x 1-1/2" deep)

**Runs 13 consecutive weeks
Black & White in Print Edition
ONLY \$130**

COLOR SUPER SAVER AD

Pre-Paid Only - NON CHANGING AD

This size (2-1/4" x 1-1/2" deep)

**Runs 10 consecutive weeks
Full Color in both Editions
ONLY \$150**

Add Color to your Ad

SPOT COLOR
(black + 1 color)

BC Add \$10
1/16 Add \$10
1/8 Add \$20
1/4 Add \$30
1/2 Add \$40
Full Add \$50

FULL COLOR

BC Add \$25
1/16 Add \$35
1/8 Add \$45
1/4 Add \$50
1/2 Add \$65
Full Add \$65

Get a 10% discount
for Pre-payment of Ads
(Except Super Savers, Classified Ads,
or Color fees.)

Call (315) 986-4300
today to speak to one of
our sales people.

Ads from the print edition can be repeated in the **TIMES EXTRA** Thursday online edition in full color for just a few dollars more!

For Block ad, 1/16th or 1/8th..... Add \$5

For 1/4, 1/2 for Full..... Add \$10

Our Advertising Deadline is Fridays at Noon (Thursdays at Noon, if proof is required.)