



Your trusted source for local news that matters.

in-print and online!

Rates Per Insertion

(All ads are black and white; COLOR ADD 50% to COST)

Size	Number Of Ads Run – Cost Per					
	1x	4x	8x	12x	26x	52x
Full Page	\$1000	\$900	700	650	600	550
1/2 Page	800	700	550	500	450	400
1/4 Page	650	550	425	375	325	250
3/16 Page	550	450	350	300	250	150
1/8 Page	350	250	200	175	150	125
1/16 Page	300	200	150	125	100	75

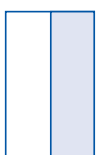
Prime Positions – Depending on availability
Outside back cover – add 30% – Other specified locations – add 20%



Width x Depth
(inches)



Full Page
10.333 x 15.75



1/2 vertical
5.0625 x 15.75



1/2 horizontal
10.333 x 7.85



1/2 square
7.7 x 9.875



1/4 vertical
5.0625 x 7.85



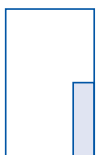
1/4 horizontal
10.333 x 3.875



3/16 vertical
5.0625 x 5.875



3/16 horizontal
7.7 x 3.875



1/8 vertical
2.43 x 7.875



1/8 horizontal
10.333 x 1.875



1/8 square
5.0625 x 3.875



1/16 vertical
2.43 x 3.875



1/16 horizontal
5.0625 x 1.875

We can deliver your pre-printed inserts to local homes!

Contact us for more details and pricing.

DEADLINES

Artwork due Thursdays, one week prior to publication date.
Herald Publications offers ad design services at a minimal charge.



Herald Publications is a woman-owned business and a certified member of WBENC

310-322-1830 • Fax 310-322-2787
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