

YOUR NEWSPAPER FLAG HERE



E *xcellence*
In Journalism

Q *uality*
In Advertising

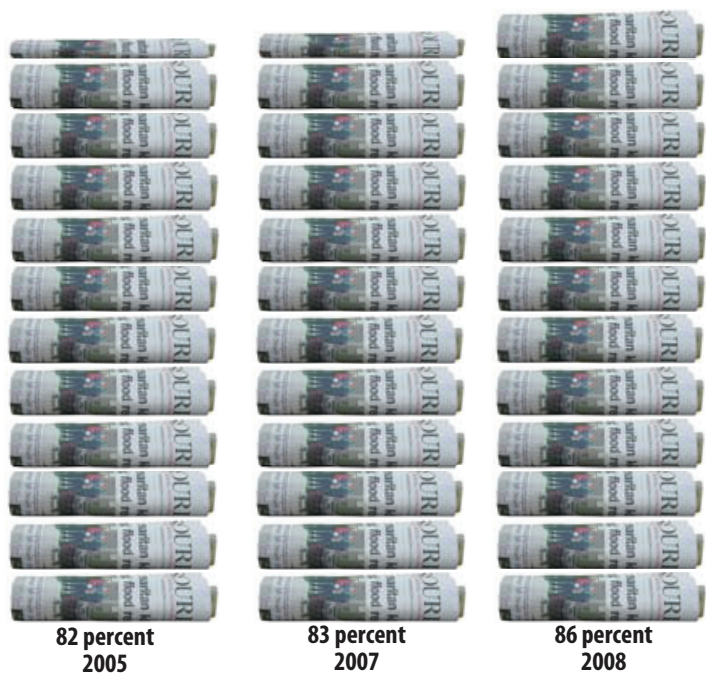
YOUR LOGO HERE



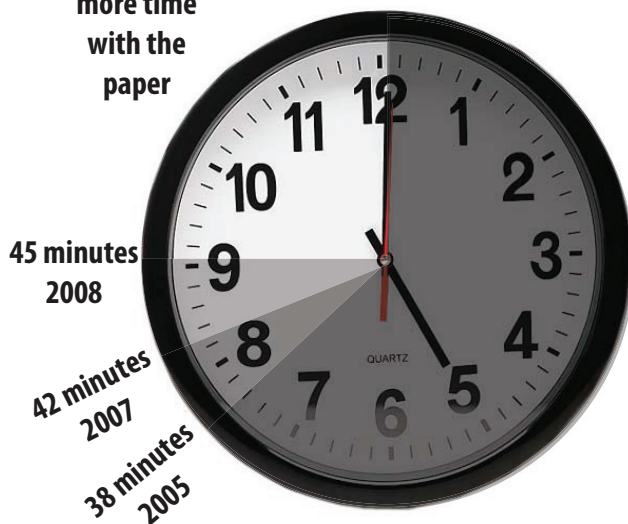
***More people are reading
a community newspaper
each week***

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.

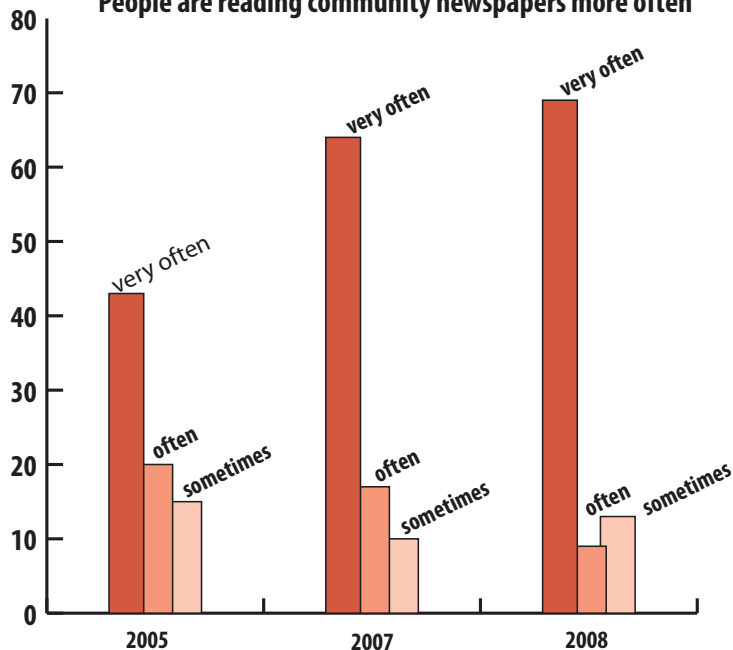
The 2007 study sampled 505 respondents in communities of less than 50,000

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 ??
- Width of display ad column is ??
- Advertising page size is ??
- ?? line screen ??
- No bleeds

POLICIES

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(Your company) Classified Advertising Rates & Data 2008

ONLINE RATES

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WEDDING ANNOUNCEMENTS

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DISPLAY CLASSIFIED RATES

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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