

HEIGHTS OBSERVER

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Ad Rates 2012

Rates subject to change without prior notice. Price does not include ad design. Same price for color or black and white on all display ads. Classifieds are black and white only.

(PRICE PER INSERTION BELOW)

Advertisement Dimensions	1-Time each	3-Times each	6-Times each	12-Times each	Non-Profit Rate	2 Years, 24 Issues
4 Color Process						
Full Page Back 9.83" Wide x 15.25" High	\$1,700	\$1,450	\$1,200	\$1,050	\$975	\$870
Full Page Inside 9.83" Wide x 15.25" High	\$1,400	\$1,150	\$1,020	\$975	\$925	\$860
1/2 Page Horizontal 9.83" Wide x 7.5" High	\$700	\$625	\$568	\$475	\$400	\$375
1/2 Page Vertical 4.83" Wide x 15.25" High	\$700	\$625	\$568	\$475	\$400	\$375
1/4 Page Horizontal 9.83" Wide x 3.5" High	\$405	\$350	\$300	\$270	\$245	\$210
1/4 Page Vertical 4.83" Wide x 7.5" High	\$405	\$350	\$300	\$270	\$245	\$210
1/8 Page Horizontal (Banner) 9.83" Wide x 1.75" High	\$305	\$270	\$240	\$212	\$180	\$160
1/8 Page Horizontal 4.83" Wide x 3.5" High	\$255	\$222	\$210	\$186	\$155	\$105
1/16 Page Horizontal 4.83" Wide x 1.75" High	\$155	\$126	\$116	\$99	\$80	\$55
1/16 Page Vertical 2.33" Wide x 3.5" High	\$155	\$126	\$116	\$99	\$80	\$55
Classifieds 2.33" Wide x 2.33" High	\$37	\$30	\$27	\$25	N/A	N/A
Classifieds (prepayment only) 2.33" Wide x 1" High	\$20	N/A	N/A	N/A	N/A	N/A

Machine Insertion (11x17 max)
\$130 per 1,000

Hand Insertion (cd, booklet, etc...)
\$189 per 1,000

(THESE RATES DO NOT INCLUDE THE COST OF DESIGNING AND PRINTING/PRODUCING THE INSERTION)
Special Placement of Advertisement adds 10%.

The Heights Observer
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