

Retail Rate Card

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AD SIZE Column x Agates (Width x Depth)	FREQUENCY/COST PER INSERTION						
	104 x	52 x	26 x	12 x	8 x	4 x	1 x
Full Page 9 x 196 (10 1/4" x 14")	\$ 2,310	2,440	2,660	2,810	2,945	3,275	3,640
Junior Page 7 x 196 (8 1/16" x 14")	\$ 1,875	1,980	2,090	2,195	2,310	2,570	2,840
Two Thirds 6 x 196 (6 7/8" x 14")	\$ 1,715	1,820	1,925	2,035	2,140	2,355	2,570
Two Thirds 9 x 130 (10 1/4" x 9 5/16")	\$ 1,715	1,820	1,925	2,035	2,140	2,355	2,570
Vertical HALF 5 x 196 (5 11/16" x 14")	\$ 1,445	1,525	1,610	1,690	1,790	1,980	2,195
Half 6 x 146 (6 7/8" x 10 7/16")	\$ 1,290	1,365	1,450	1,525	1,610	1,765	1,960
Half 9 x 97 (10 1/4" x 6 15/16")	\$ 1,290	1,365	1,450	1,525	1,610	1,765	1,960
Third 5 x 114 (5 11/16" x 8 1/8")	\$ 855	910	965	1020	1070	1,180	1,290
Quarter 3 x 146 or 9 x 47 (3 3/8" x 10 7/16" or 10 1/4" x 3 3/8")	\$ 680	715	750	785	825	910	1,000
Quarter 5 x 86 or 4 x 108 (5 11/16" x 6 1/8" or 4 9/16" x 7 3/4")	\$ 680	715	750	785	825	910	1,000
Sixth 3 x 97 (3 3/8" x 6 15/16")	\$ 485	510	535	560	590	655	720
Eighth 5 x 42 or 4 x 52 (5 11/16" x 3 3/8" or 4 9/16" x 3 11/16")	\$ 340	360	385	405	425	470	515
Ninth 3 x 64 (3 3/8" x 4 9/16")	\$ 320	340	365	385	405	450	495
Twelfth 3 x 47 (3 3/8" x 3 3/8")	\$ 250	260	270	295	315	350	385
Eighteenth 3 x 31 or 2 x 47 (3 3/8" x 2 3/16" or 2 1/4" x 3 3/8")	\$ 160	170	180	205	240	235	265
Thirtysixth 2 x 24 or 1 x 47 (2 1/4" x 1 3/4" or 1 1/16" x 3 3/8")	\$ 85	90	100	110	115	125	140