

DISPLAY ADVERTISING RATES

(Effective January 1, 2011)

Basic Open Rate \$12.80 per column inch

31 to 100 inches monthly \$11.10 p.c.i.

101 to 200 inches monthly \$10.50 p.c.i.

Over 200 inches monthly \$10.10 p.c.i.

Saturday's Eyecatchers (1 col. x 2 1/2") \$23.50

Reverse Eyecatchers - \$29.50

Repeat Ads Half Price Within Five Publishing Days (8-inch Minimum).

COLOR.....\$90.00 per color

Build continuity and familiarity with THRIFTY THIRTEEN. Place a minimum size ad of 10 column inches or more for thirteen consecutive weeks and receive the rate of \$6.95 p.c.i. Ask your account representative for more details.

Political and Going Out Of Business Advertising must be paid in advance.

<p style="text-align: center;">Ask about our:</p> <ul style="list-style-type: none"> • Volume Discount Programs • Monthly Specials • Success Checks <p>Contact your Record Herald Account Representative.</p>	<p style="text-align: center;">Watch For All Our Special Sections Throughout The Year.</p> <ul style="list-style-type: none"> • Health Guide - Feb. 2011 • Progress - March 2011 • Home & Garden - April 2011 • Trendsetter - May & November 2011 • Welcome Guide - July 2011 • Breast Cancer Awareness - Oct. 2011
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PREPRINT INSERT RATES AVAILABLE UPON REQUEST

The Record Herald reserves the right to refuse and edit any advertising.

<p>Mechanical Data</p> <p>24" web. Printed by photo offset. Column width - 10 picas (1 3/4") Page size - 21.5" deep by 11 1/4" Columns per page - 6.</p>	<p>Guaranteed Position (10" min.)</p> <p>10 - 43 inches - \$50 extra. 44-64 inches - \$75 extra. 65-129 inches - \$150 extra. Some pages restricted.</p>
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NATIONAL DISPLAY

Open Buy.....\$14.90 p.c.i.
Color (commissionable).....\$165 per color
Terms.....Net 30, 15% agency commission