

## Color Rate Card - Open Rate

Height In Inches	1 Column 2.075"	2 Columns 4.275"	3 Columns 6.475"	4 Columns 8.675"	5 Columns 10.875"
1	8.00	16.00	24.00	32.00.00	40.00
2	16.00	32.00	40.00	64.00	80.00
3	24.00	48.00	72.00	96.00	120.00
4	32.00	64.00	80.00	128.00	160.00
5	40.00	80.00	120.00	160.00	200.00
6	48.00	96.00	144.00	192.00	240.00
7	56.00	112.00	168.00	224.00	280.00
8	64.00	128.00	192.00	256.00	320.00
9	72.00	144.00	216.00	288.00	360.00
10	80.00	160.00	240.00	320.00	400.00
11	88.00	176.00	264.00	352.00	440.00
12	96.00	192.00	288.00	384.00	480.00
13	104.00	208.00	312.00	416.00	520.00
14	112.00	192.00	336.00	448.00	560.00
15	120.00	240.00	360.00	480.00	600.00
16	128.00	256.00	384.00	512.00	640.00
17	136.00	272.00	408.00	544.00	680.00
18	144.00	288.00	432.00	576.00	720.00
19	152.00	304.00	456.00	608.00	760.00
20	160.00	320.00	480.00	640.00	800.00

### DISCOUNTS

- Once a month for 4 months, rate is \$7.50/column inch.
  - Twice a month for 4 months, rate is \$7/col. inch
  - Every week for 4 months, rate is \$6.col.inch
- \* Ads must equal four column inches to qualify.**

### AD DEADLINES

#### Camera-Ready Ads

Ad order 4 pm Tuesday  
Ad artwork 2 pm Wednesday

#### In-House Ads

Ad Artwork 4 pm Monday  
Ad order 4 pm Tuesday  
Ad changes 4 pm Tuesday

### ADVERTISING SALES STAFF

**Noel Oliver**

noel@southsidemessenger.com

**Linda Snyder**

linda@southsidemessenger.com

**Send all artwork to:**  
ads@southsidemessenger.com

\*Ask About our Special Rate for Non-Profit Organizations

## Black and White Rate Card - Open Rate

Height In Inches	1 Column 2.075"	2 Columns 4.275"	3 Columns 6.475"	4 Columns 8.675"	5 Columns 10.875"
1	6.00	12.00	18.00	24.00	30.00
2	12.00	24.00	36.00	48.00	60.00
3	18.00	36.00	54.00	72.00	90.00
4	24.00	48.00	72.00	96.00	120.00
5	30.00	60.00	90.00	120.00	150.00
6	36.00	72.00	108.00	144.00	180.00
7	42.00	84.00	126.00	168.00	210.00
8	48.00	96.00	146.00	194.00	242.00
9	54.00	108.00	162.00	216.00	270.00
10	60.00	120.00	180.00	240.00	300.00
11	66.00	132.00	198.00	264.00	330.00
12	72.00	144.00	216.00	288.00	360.00
13	78.00	156.00	234.00	312.00	390.00
14	84.00	168.00	252.00	336.00	420.00
15	90.00	180.00	270.00	360.00	450.00
16	96.00	192.00	288.00	384.00	480.00
17	102.00	204.00	306.00	408.00	510.00
18	108.00	216.00	324.00	432.00	540.00
19	114.00	228.00	342.00	456.00	570.00
20	120.00	240.00	360.00	480.00	600.00

### COLUMN WIDTHS

1 column .....2.075"  
2 columns ...4.275"  
3 columns ...6.475"  
4 columns ...8.675"  
5 columns .10.875"

### How to

### Calculate Ad Size

**Ads are sold by column inch**

Column Inch = Columns Across x Length

3 col. x 5" ad = 15 column inches

### POPULAR SIZES

1/2 page .....\$400 color/\$300 bw  
1/4 page .....\$200 color/\$150 bw  
3x6 .....\$144 color/\$108 bw  
2x5 .....\$80 color/\$60 bw  
2x2 .....\$32 color/\$24 bw  
1x5 .....\$40 color/\$30 bw

**Open rate prices. Frequency discounts apply**

## Popular Sizes and Open Rates

Size	Column Inches	Cost (Color/BW)
2 col. x 2"	4	\$32/\$24
2 col x 5"	10	\$80/\$60
1/4 page	25	\$200/\$150
1/2 page	50	\$400/\$300
full page	100	\$800/\$600

Frequency Discounts may be applied!

## Business Directory



Actual Size

**\$35 per month**

TFN Contract with  
 3 month minimum  
 No frequency discount