

The People's Voice Weekly News

Advertising Rate Cards

National Distribution Rate

Basic Advertising Rate NO CHOICE Of Ad Placement Based on 10.00 Per Column Inch/6 Column Lay-Out				
SIZE	1 Week	4 Wk -5% Disc	8 Wk -10% Disc	12 Wk -15% Disc
Full Page	1,260.00	1,197.00	1134.00	1071.00
¾ Page	945.00	897.75	850.50	803.25
½ Page	630.00	598.50	567.00	535.50
¼ Page	315.00	299.25	283.50	267.75
1/8 Page	157.50	149.63	141.75	133.88
Biz Card	60.00	57.00	54.00	51.00
Approximately 21 Inches Available				

Note: Page 1 is unavailable for advertising placement

National Distribution Rate

Premium Placement Service YOUR Choice Of Ad Placement 12.50 Per Column Inch/6 Column Layout				
SIZE	1 Week	4 Week -5% Disc	8 Week -10% Disc	12 Week -15% Disc
Full Page	1,575.00	1,496.25	1,417.50	1,338.75
¾ Page	1,181.25	1,122.19	1,063.12	1,004.06
½ Page	787.50	748.13	708.75	669.38
¼ Page	393.75	374.06	354.38	334.69
1/8 Page	196.88	187.04	177.19	167.35
Biz Card	50.00	47.50	45.00	42.50
Approximately 21 Inches Available				

Note: Page 1 is unavailable for advertising placement

Regional Distribution Rates

Basic Advertising Rate NO CHOICE Of Ad Placement Based on 8.50 Per Column Inch/6 Column Lay-Out				
SIZE	1 Week	4 Wk -5% Disc	8 Wk -10% Disc	12 Wk -15% Disc
Full Page	1,071.00	1,017.45	963.90	910.35
¾ Page	803.25	763.09	722.93	682.76
½ Page	535.50	508.73	481.95	455.18
¼ Page	267.75	254.36	240.98	227.59
1/8 Page	133.88	127.18	120.49	113.80
Biz Card	34.00	32.30	30.60	28.90
Approximately 21 Inches Available				

Note: Page 1 is unavailable for advertising placement

Regional Distribution Rates

Premium Placement Service YOUR CHOICE Of Ad Placement Based on 10.00 Per Column Inch/6 Column Lay-Out				
SIZE	1 Week	4 Wk -5% Disc	8 Wk -10% Disc	12 Wk -15% Disc
Full Page	1,260.00	1,197.00	1134.00	1071.00
¾ Page	945.00	897.75	850.50	803.25
½ Page	630.00	598.50	567.00	535.50
¼ Page	315.00	299.25	283.50	267.75
1/8 Page	157.50	149.63	141.75	133.88
Biz Card	60.00	57.00	54.00	51.00
Approximately 21 Inches Available				

Note: Page 1 is unavailable for advertising placement

Local Distribution Rate

Basic Advertising Rate NO CHOICE Of Ad Placement Based on 5.50 Per Column Inch/6 Column Lay-Out				
SIZE	1 Week	4 Wk -5% Disc	8 Wk -10% Disc	12 Wk -15% Disc
Full Page	750.75	675.67	638.14	600.60
¾ Page	563.06	534.90	406.75	478.60
½ Page	375.38	337.84	319.07	300.34
¼ Page	187.68	168.91	159.53	150.14
1/8 Page	93.85	84.46	79.77	75.08
Biz Card	20.00	18.00	17.00	16.00
Approximately 21 Inches Available				

Note: Page 1 is unavailable for advertising placement

Local Distribution Rate

Advertising Rate (Premium Placement) YOUR CHOICE Of Ad Placement Based on 6.50 Per Column Inch/6-Column Layout				
SIZE	1 Week	4 Week -5% Disc	8 Week -10% Disc	12 Week -15% Disc
Full Page	819.00	778.05	737.11	696.15
¾ Page	614.25	585.54	552.83	522.11
½ Page	409.50	389.03	368.55	348.08
¼ Page	204.75	194.51	184.28	174.40
1/8 Page	102.38	97.26	92.14	87.20
Biz Card	26.00	24.70	23.40	22.11
Approximately 21 Inches Available				

Note: Page 1 is unavailable for advertising placement

For 4-Color Advertising, please add a flat fee of \$125.00 to your selected rate plan.