

Talon Times

Lakes Community High School

Rate Sheet 2011-2012

The *Talon Times* charges vendors for advertisements at a rate of **\$7.50 per column-inch**. Vendors who advertise with the *Talon Times* in **subsequent issues** pay only \$7 per column-inch after the first ad paid at full price. The page dimension of the newspaper is approximately 10x16 inches.

We rate all of our ads based on a five-column page layout.

This is an example of a 2 columns wide x 2 inches ad.

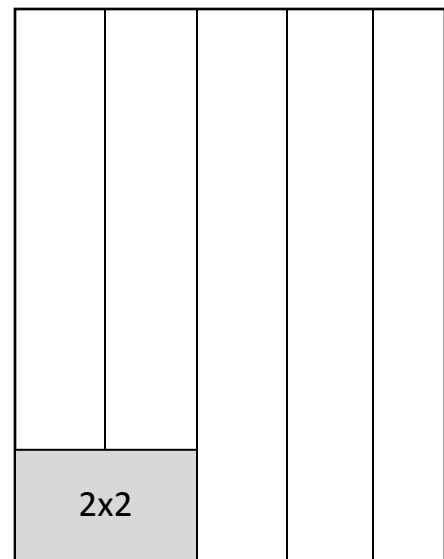
Here's how we do the math:

Step 1

2 columns x 2 inches = 4 column-inches

Step 2

4 column-inches x \$7.50 per column-inch = **\$30**



Ad size (in column-inches)	Cost (\$7.50/column-inch)	Discounted Cost (\$7/column-inch)
1x2	\$15	\$14
2x2 (most popular)	\$30	\$28
3x2	\$45	\$42
4x2	\$60	\$56
5x2	\$75	\$70
3x3	\$67.50	\$63
4x3	\$90	\$84
5x3	\$112.50	\$105
4x4	\$120	\$112
4x5	\$150	\$140
5x5	\$187.50	\$175
5x8 (half page)	\$300	\$280
5x16 (full page)	\$600	\$560

Other sizes are available. Just ask!

4x2
\$60

2x3
\$45

2x4
\$60

2x2
\$30

2x1
\$15

3x3
\$67.50

3x1
\$22.50