

2025 ADVERTISING RATES

DISPLAY ROP ADS

Open Rate: **\$23.50** per column inch

Contract Rates:

6 consecutive weeks: **\$20.15** per column inch

13 consecutive weeks: **\$19.50** per column inch

26 consecutive weeks: **\$18.75** per column inch

52 consecutive weeks: **\$17.80** per column inch

Color: **25% additional**

Pre-Printed Inserts:

Single Sheet **\$75.00** per thousand

Add \$5 per thousand per 4-page increments

All rates are net

PUBLICATION DATE: Every Thursday

DEADLINES:

Space closing and ads requiring proof: Monday prior to publication date.

Camera ready materials: Tuesday prior to publication date.

MECHANICAL MEASUREMENTS

Tabloid Page: 5 columns x 16 inches (Standard Advertising Unit - SAU)

Columns	Inches
1 col.	2.00
2 col.	4.0
3. col	6.125
4 col.	8.25"
5 col.	10.25"

ONLINE ADVERTISING RATES

Leader Board Ads: **\$10/M impressions** - Run of Site 728 X 90 pixels

Cube Ads: **\$10/M impressions** - Run of Site 300 X 250 pixels

*Standard IAB Sizes

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