

2008 Introductory Rates

CIRCULATION: Mailed: 820
Newstands: 300

COST PER COLUMN INCH

Display Advertising: \$6.00 (four color add \$3 col/inch)

Classified Display Advertising: \$6.00 (1 col x 2" min)

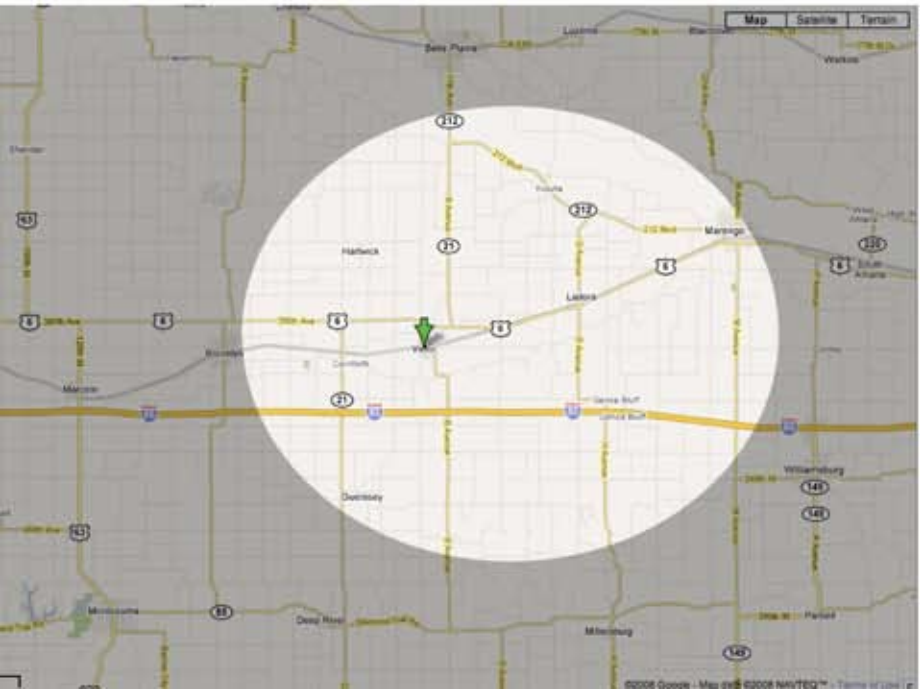
Classified Advertising: \$6.00 for 20 words or less.
Additional words: 20c
Bold lines: \$1.00

The Church Directory is provided at no cost to area churches. Sponsorship ads are \$3.50 per column inch.

Non-Profit Rate (NPR): \$3.50

Front page full color 6 col by 2 inches: \$120.00

CIRCULATION AREA: Victor, Ladora, Hartwick, Guernsey, Carnforth with circulation beginning in Brooklyn and Marengo.



DEADLINES

News Items.....Friday, 4 p.m.
Display Ads.....Monday, 11 a.m.
Cancellations.....Monday, 11 a.m.

Classified Ads.....Monday, 4 p.m.
Classified Cancellations.....Monday, 4 p.m.

MECHANICAL INFORMATION

The East Iowa Herald is a six-column broadsheet, four-color newspaper.

Printed page width: 11.5 inches (69p0 picas)
Printed page height: 21.25 inches

1 column: 1.78 inches / 10p8 picas
2 columns: 3.72 inches / 22p4 picas
3 columns: 5.67 inches / 34p0 picas
4 columns: 7.61 inches / 45p8 picas
5 columns: 9.56 inches / 57p4 picas
Half page: 11.5 inches / 69p0 picas

BILLING OPTIONS

• Invoice (net 30)



PLEASE NOTE: All advertisers will also appear on The Herald Website at no additional cost. Classified ads will appear as they appear in the newspaper, display ads will appear either as a hotlinked line listing or a 140x140 pixel graphic.

The Herald Website (www.eiherald.com) is syndicated through Google News. Listings are updated in that service as they are posted.



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