

# LOCAL DISPLAY ADVERTISING RATES

You may order your ad to appear in any one of our newspapers or in any combination of our newspapers  
Regular Display and Classified Display

## - Open Rate -

**Volume or Contract**  
WITH SIGNED CONTRACT  
or 150 INCHES PER MONTH\*

<b>One Paper</b> .....		<b>\$775</b> COLUMN INCH .....		<b>\$650</b> COLUMN INCH
<b>Two Papers</b> .....	<b>ADD \$2.00</b>	<b>\$975</b> COLUMN INCH .....	<b>ADD \$1.75</b>	<b>\$825</b> COLUMN INCH
<b>Three Papers</b> .....	<b>ADD \$1.75</b>	<b>\$1150</b> COLUMN INCH .....	<b>ADD \$1.50</b>	<b>\$975</b> COLUMN INCH
<b>Four Papers</b> .....	<b>ADD \$1.50</b>	<b>\$1300</b> COLUMN INCH .....	<b>ADD \$1.25</b>	<b>\$1100</b> COLUMN INCH
<b>All Five Papers</b> .....	<b>ADD \$1.25</b>	<b>\$1425</b> COLUMN INCH .....	<b>ADD \$1.00</b>	<b>\$1200</b> COLUMN INCH

Special Call-Leader / Tipton County Tribune  
**Saturday AM Combination**

Open Rate **\$875**  
col. inch

Volume or Contract Rate

**\$775**  
col. inch

**- COLOR -**  
**\$50** per color per page per paper  
Rate for a second facing page of the same color for the same advertiser  
**25% OFF**

**National Rates** to recognized Advertising Agencies same as local open rates - commissionable

### Charitable Rate

For Churches and Charitable Organizations

**40% OFF** Regular Rates  
No other Discounts Apply

### Church Page

Runs Every Friday

ELWOOD or TIPTON

Small Block... **\$11<sup>00</sup>**

Double Block... **\$17<sup>00</sup>**



## FRONT PAGE BANNER ADS

	1 PAPER	2 PAPERS	3 PAPERS	ALEX ONLY
ONE DAY	\$135.00	\$171.00	\$203.00	
ONE WEEK	\$473.00	\$599.00	\$734.00	\$135.00

Color is available for only \$32.50 per color, per paper, per day. Monthly charges are based on average of 25 publishing days per month.  
\*\* Ad copy can be changed once per week on monthly orders, but cannot be changed at all for weekly orders.  
Front page banners are sold on a "space available basis" as only one ad is available per paper, per day.  
( 6 column x 2 inch ad only )