

# DISCOUNTS and SPECIAL OFFERS

✓ **50% OFF ADS**

## REPEAT AD DISCOUNT

Any 11 inch or larger ad can be re-run without copy change in CONSECUTIVE EDITIONS of the same publication in the same calendar month for half of the regular earned rate.

✓ **30% OFF ADS**

ANY AD THAT CAN BE "PICKED-UP" FROM ONE OF OUR PAPERS OR ANY OTHER WITH NO COPY CHANGE WITHIN ONE MONTH WILL BE 30% OFF THE EARNED RATE.

✓ **10% CASH IN ADVANCE DISCOUNT**

10% off the earned rate on all Display ads paid in full prior to the first scheduled insertion date.

✓ **5% PROMPT PAYMENT DISCOUNT**

5% off all LOCAL display accounts if paid in full by the 15th.  
(Pre-prints and commercial printing excluded)

# "BUSINESS BUILDER ADS" SATURATION PACKAGES

Regular Display as well as Classified Display

## HALF SATURATION

Same ad 3 times per week for 4 consecutive weeks

As Size	1 paper	2 papers	Ad Size	1 paper	2 papers
1 inch.....	\$50	\$76	6 inches.....	\$270	\$395
2 inches.....	\$97	\$146	7 inches.....	\$308	\$451
3 inches.....	\$143	\$215	8 inches.....	\$343	\$503
4 inches.....	\$188	\$276	9 inches.....	\$379	\$553
5 inches.....	\$230	\$337	10 inches.....	\$405	\$595

## FULL SATURATION

Same ad everyday for 4 consecutive weeks

As Size	1 paper	2 papers	Ad Size	1 paper	2 papers
1 inch.....	\$87	\$119	6 inches.....	\$449	\$611
2 inches.....	\$168	\$227	7 inches.....	\$513	\$676
3 inches.....	\$256	\$331	8 inches.....	\$566	\$747
4 inches.....	\$325	\$431	9 inches.....	\$620	\$822
5 inches.....	\$386	\$525	10 inches.....	\$670	\$897

## DIMENSIONS

1 col. ....	1.56"	2 col. ....	3.25"
3 col. ....	4.937"	4 col. ....	6.623"
5 col. ....	8.312"	6 col. ....	10"

All **FULL SIZE** pages are 21 1/2 inches deep.

All **TABLOID** pages are 6 columns by 10 inches deep.

**DOUBLE TRUCKS:** The gutter is charged as a full column. Minimum size is a 7 column x 7 inches.

## DEADLINES

### DEADLINES -

- A. **Display Advertising** - 2 working days prior to insertion.
- B. **Alexandria** - Noon Monday prior to insertion.
- C. **Review** - Friday at 11 a.m. the week prior to insertion.
- D. **Classified** - Line ads Monday through Friday 2:00 p.m. one working day prior to insertion (for Saturday 11 a.m. Friday)
- E. Pre-prints must be scheduled 3 days in advance and in our plant 2 days prior to insertion. Review pre-prints must be scheduled by 11 a.m. on Friday the week before insertion and in our plant by Monday A.M. the week before insertion.

## INFORMATION

Advertising having the general appearance of a news item must carry the words "Paid Advertisement"

### FINANCE CHARGES -

Deliquent fees at the rate of 1 1/2% per month (18% per year) are levied on all accounts over 30 days old.

We accept...

