

Retail Advertising Rates

Effective July 3, 2008, and revised, but not increased, February 19, 2009

	<u>Open Rate</u>	<u>Weekly Rate</u>	<u>Non-Profit Rate</u>
per column inch	\$10.00	\$7.50	\$5.00

We feature a 5 x 20 Format for Retail advertisers. There are 100 column inches on a page.

BIG AD RATES	<u>Open Rate</u>	<u>Weekly Rate</u>	<u>Non-Profit Rate</u>
Full Page (Discounted 30%)	\$700	\$525	\$350
3/4 Page (75 column inches and up, \$5.65 pci. Discounted 25%)	\$565	\$420	\$285
1/2 Page (50 column inches and up, \$6.00 pci. Discounted 20%)	\$400	\$300	\$200
1/4 Page (25 column inches and up, \$6.75 pci. Discounted 10%)	\$225	\$175	\$115
1/10 Page	\$100	\$ 75	\$ 50

*There is a minimum 6 column inch requirement for Weekly Agreement advertisers, and the commitment is to run for 10 consecutive weeks. Ads less than 6 column inches will be charged at the Open Rate. You may change your ad and ad size every week. *We charge 1.5% monthly finance charge on balances over 60 days past due.*

FRONT PAGE BANNER (5 x 5 in full color).....\$325

Available only to Weekly Advertisers, on a space available basis. Includes full color.

FULL COLOR RATES

Ads 1" thru 8".....add \$3 pci	Ads 25" thru 49".....\$45
Ads 9" to 24".....\$25	Ads 50"and over.....\$65

PREPRINTED INSERTS.....*Full Run Only, please.*.....\$40 per 1000



The logo for Spirit Newspapers features the word "Spirit" in a large, elegant, cursive script font. Below it, the word "Newspapers" is written in a bold, black, serif font. The "S" in "Spirit" is particularly large and stylized, with a thick stroke and a shadow effect.

*Thanks for your interest in Spirit Newspapers.
Please call us at (912) 748-3567 if you have any questions.*