

Advertising Rates for regular editions

For holiday "Super-Circ" editions see separate price list.

	1X	1x + color	4X	4x+ color	8X	8x+ color	13X	13x+ color	26X	26x+ color
Full page	1300	1428	1209	1337	1105	1233	1014	1142	923	1051
Half page	700	796	651	747	595	691	546	642	497	593
Quarter	375	439	349	413	319	383	293	357	266	330
Eighth	200	240	186	226	170	210	156	196	142	182
Sixteenth	115	139	107	131	98	122	90	114	82	106

Layout Measurements & Ad Sizes

Page size: 11" wide X 14.75" deep

Full page live area: 10" wide x 13" deep

Minimum Size: 1/16 page ad

1 col. = 2.4"

2 cols. = 4.9"

3 cols. = 7.4"

4 cols. = 10"

All dimensions are Width x Height



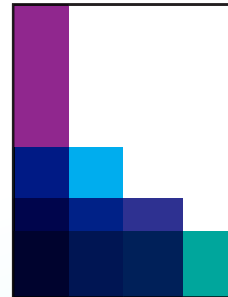
1/16

2.4" x 3.25"
4.9" x 1.63"



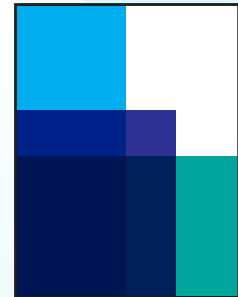
1/8

2.4" x 6.5"
4.9" x 3.25"
7.4" x 2.2"



1/4

4.9" x 6.5"
7.4" x 4.3"
10" x 3.25"
2.4" x 13"



1/2

4.9" x 13"
7.4" x 8.7"
10" x 6.5"

Additional sizes available - Ask your sales representative

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