













WWT Rate Card

Woodsboro

Walkersville Times

2017 ADVERTISING RATES

STANDARD AD SIZES	AD DIMENSIONS			SPECIAL DISCOUNT RATE		
	WIDTH	HEIGHT	COLUMN INCHES	1AD 1 TIME RUN	6ADS *	12ADS *
 BACK COVER FULL PAGE PREMIUM	10"	16"	80"	\$720	\$680	\$650
 FULL PAGE (Inside)	10"	16"	80"	\$680	\$645	\$630
 3/4 Page	10"	12"	60"	\$540	\$510	\$485
 1/2 Page	10"	8"	40"	\$360	\$340	\$325
 3/8 Page	8"	7"	28"	\$260	\$250	\$230
 1/3 Page	6"	8"	24"	\$225	\$215	\$200
 1/4 Page	10"	4"	20"	\$190	\$180	\$170
 1/5 Page	4"	8"	16"	\$155	\$145	\$140
 3/15 Page	6"	5"	15"	\$150	\$140	\$135
 1/8 Page	4"	5"	10"	\$100	\$95	\$90
 BUSINESS CARD (Large)	4"	3"	6"	\$63	\$60	\$55
 BUSINESS CARD (Small)	4"	2"	4"	\$45	\$40	\$38

*6 Ads within one year period **12 Consecutive ads

CUSTOM AD SIZES

All advertising rates are calculated based on the area of your ad in *column inches* (the width of your ad in *columns* multiplied by the height of your ad in *inches*.) The diagram to the right shows the total available ad area on each page (5 columns wide x 16 inches high)

TO CALCULATE YOUR CUSTOM SIZE AD RATE:

WIDTH (in columns)	x	HEIGHT (in inches)	x	COL INCH RATE	=	AD RATE	DISCOUNTS
<input type="checkbox"/> 2 col. (4") <input type="checkbox"/> 3 col. (6") <input type="checkbox"/> 4 col. (8") <input type="checkbox"/> 5 col. (10")	x	_____ inches (16" max.)	x	\$10.50	=	\$ _____	<input type="checkbox"/> 6 ads (take 10% off) <input type="checkbox"/> 12 ads (take 15% off) \$ _____ ad rate with discount

HEIGHT (in inches)	WIDTH (in columns)				
	1	2	3	4	5
1					
2					
3					
4					
5					
6					
7					
8					
9					
10					
11					
12					
13					
14					
15					
16					

For more information on how to advertise with us visit www.woodsborotimes.com;
e-mail us at WoodsboroEditor@gmail.com and phone 240-446-9797

No contracts required - we work on handshakes!