

# The Villager Display Ad Rates

The cost for an advertisement is calculated based on its area in Column-Inches – that is the number of columns wide, multiplied by the height in inches.

A single column is 1 7/8-inches wide, with two columns totaling 4-inches incrementing by 2-inches per column for a total of 10-inches over 5 columns. The minimum height is 1-inch, and increments by 1/2-inches to a maximum of 12 1/2-inches. **The minimum total ad size is 2 Column-Inches** (1 column by 2-inches.)

**Width (in columns) X height (in inches) = total column inches**  
**Total column inches X corresponding amount (below) = ad price**

The rates are as follows:

Size in column inches	Rate per column inch
2 to 20	\$12.00
21 to 40	\$10.20
41 to 65	\$ 8.40

## Standard Size Rates Black and White

Business Card	\$43.00
1/8 Page 2col x 3.5in	\$84.00
1/4 Page 2col x 6.5in	\$156.00
1/2 Page 5col x 6.5in	\$331.50
Full Page 5col x 12.5in	\$525.00
2 Page Centerfold	\$1200.00

**Add COLOR \$300**

### General Information

**All ads payable in advance.**

**Camera ready ads are due 10 days prior to publication date.**

**Publication date:** Weekly on Thursday (delivered on Friday.)

Ad positions are at the discretion of the publisher.

All advertising copy subject to publisher's approval.

The Publisher assumes no responsibility for errors or omission of copy.

### Discounts:

**15%** for 8 or more with Directory Ad purchase, or 26 without Directory Ad.

**20%** for a full year (minimum of 51 weeks).

