



2020 RATES

NEWSPAPER ADVERTISING RATES

Rates shown are per month based on frequency of ad insertions.

All rates ROP & net of agency commissions	3 X	6 X	12 X
1/8 Page 4.875" w X 3.125" h	B&W: \$300 Color: \$375 Per month	B&W: \$275 Color: \$350 Per month	B&W: \$225 Color: \$275 Per month
1/4 Page 4.875" w X 6.325" h	B&W: \$450 Color: \$600 Per month	B&W: \$400 Color: \$525 Per month	B&W: \$350 Color: \$425 Per month
1/2 Page 10" w X 6.37" h or 4.875 w X 13" h	B&W: \$750 Color: \$825 Per month	B&W: \$675 Color: \$725 Per month	B&W: \$550 Color: \$575 Per month
FULL PAGE 10" w X 13" H or Front Cover Strip 10" w X 2" h	B&W: \$1,400 Color: \$1,500 Per month	B&W: \$1,000 Color: \$1,300 Per month	B&W: \$900 Color: \$1,000 Per month
Special Sections: Service Directory: 3.25" X 1.75"	\$150	\$150	\$150

- **Premium advertisement locations** are reserved for ¼ page and larger advertisements and are subject to a 25% price premium. Premium locations: Inside Front Cover; Front Cover Strip; Page 3; Center Spread; Inside Back Cover; Back Cover
- Specific placement requests not located on listed Premium pages are available at an additional fee of 20% when available and limited to ¼ page advertisement or larger.
- Discounted online web directory advertising on southshoresenior.com with all print programs.
- New Clients: Prepay first insertion.
- Subsequent invoices sent monthly and are due on receipt.
- Invoices not paid within 30 days are subject to finance charge per past due period.
- Ads must be approved by advertiser prior to running.

Reservation Deadline: 15th of every month to for inclusion in the following month's issue.
Newspapers are printed and delivered the first week of the month.