

DIXIE SUN

Advertising Rate Card 2019-2020

PRINT BASIC RATE: \$5 per column inch

PRINT CONTRACT RATE (requires 5 or more insertions): \$4 per column inch

<u>Common sizes</u>	<u>cost per insertion (basic)</u>	<u>cost per insertion (contract)</u>
Index card (3 col. x 3")	\$45	\$36
Eighth page (3 col. x 5.125)	\$75	\$60
Half page (6 col. x 10.25)	\$280	\$230
Full page (6 col. x 20.5")	\$550	\$450

*QUARTER PAGE SPECIAL: \$100 for a 3 col. x 10.25-inch ad

*No additional cost for color.

*Classifieds: \$1.50 per line.

SPECIFICATIONS:

*Page height is 22 inches; page width is 11 inches

*Print area is 20.5 x 10 inches

*Page consists of 6 columns each

1 column = 1.49"
2 column = 3.19"
3 column = 4.89"
4 column = 6.59"
5 column = 8.3"
6 column = 10"

INSERTS:

*Cost: \$175 per issue (up to 750 inserts)

*Inserts must be scheduled a minimum of 14 days in advance.

ONLINE ADVERTISING / DIXIESUNNEWS.COM

<u>Sizes</u>		<u>Cost weekly</u>	<u>monthly</u>	<u>annually</u>
Top Header	350 x 50 pixels	\$30	\$100	\$700
Sidebar	250 x 250 pixels	\$25	\$75	\$525

AD DESIGN INFORMATION:

****ADS MUST BE SUBMITTED AS A PDF OR JPEG OR THEY WILL NOT BE GUARANTEED TO RUN.**

*Ad design rate is \$25 per ad.

*All ad design requests must be made by 10 a.m. MST the Wednesday prior to the requested run date.

*Requests must include all text, digital files of artwork or pictures either e-mailed or dropped off in the form of a CD—**ALL ARTWORK MUST BE SUBMITTED IN THE CORRECT FILE SIZES.**

*A proof will be sent to the customer Friday by 11 a.m. MST.

*A proof must be received by us signed or with requested changes noted by Friday at 5 p.m. MST.

DEADLINE INFORMATION:

*Ad requests and art work are due Friday by 5 p.m. MST for the following Wednesday's edition.

*Ad requests received after this day and time are not guaranteed to run in the following Wednesday's issue.

***Ads will not run without a signed contract.**

CONTACT INFORMATION:

Dixie Sun News
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Ad Manager: Hunter Jasperson

Publication Calendar Fall 2019

August 21	October 9
August 28	October 23
September 4	October 30
September 11	November 6
September 18	November 13
September 25	November 20
October 2	December 4

Publication Calendar Spring 2020

January 8	February 26
January 15	March 4
January 22	March 11
January 29	March 25
February 5	April 1
February 12	April 8
February 19	April 15
	April 22