
THE LEWIS COUNTY HERALD

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2021 Advertising Rates

<u>Column Widths</u>	<u>Column Lengths</u>	<u>Column Rates</u>
1 column = 1.547 inches		1 column wide (1.547 inches)
2 columns = 3.206 inches	up to 21 inches	x
3 columns = 4.864 inches	Full Page \$441.00	1 inch long
4 columns = 6.522 inches	Half Page \$220.50	\$3.50 net
5 columns = 8.181 inches	1/4 Page \$110.25	per column inch
6 columns = 9.839 inches	1/8 Page \$55.13	

Classified Advertising \$5.00 minimum charge (pre-paid) up to 25 words,
\$6.00 if billed; 50¢ ea. additional 25 words

Display Advertising Discounts

4 TIMES = 5% DISCOUNT 26 TIMES = 10% DISCOUNT
Special Contract Discounts Available on Request

Spot Color Rate - One Color \$80.00 net

Process Color - \$100.00 net

Preprint Insertion Rates 1 - 8 Page Tab \$50.00 net/Thousand

Larger Inserts Based on Weight & Size

Zone Rates Available

Deadline

Friday, Noon before Tuesday's publication
for all Advertising, Photos and Articles.

Publication Date: Every Tuesday.

Total Circulation: 3,000

Patricia Bloomfield
Managing Editor

Dennis Brown
Publisher

Jennifer Young
Advertising