

# Display Classified Advertising Rate Card

*55,000 circulation every week, over 150,000 readers.*

## **Display Rates (5 col. x 15 inch)**

\$23.25 per column inch

## **Monthly Contract**

\$20.25 per column inch

## **Agency Rate**

\$26.75 per column inch (commissionable to advertising agencies)

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## **Line Rates-Word Ads**

**\$19.75**

for first 15 words for first insertion,  
\$.88 cents for each word thereafter.

**\$17.75**

for first 15 words for each insertion after first,  
\$.85 cents for each word thereafter.

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**Color availability and cost** One spot color \$100 • Two spot colors \$150 • Full color \$225

**Technical Information-Dimensions**- 5 columns per page • Column width 1.8667", page is 10" wide • Column length 15"

**Format** Graphic files: PDF, Tiff, JPG

# HMG

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