

# 2014-2015 IN COLUMN ADVERTISING PRICES AND SPECIFICATIONS

Purchase any option below and receive a free white page bold listing.

RL - Regular Listing - \$173 / Year  
 Business Name  
 Address.....555-555-5555

BL - Bold Listing - \$241 / Year  
**Business Name**  
 Address.....**555-555-5555**

(EL) extra line or (AL) alternate listing  
 \$146 / Year

SBL - Super Bold Listing - \$281 / Year

**Business Name**  
**Address.....555-555-5555**

RBL - Red Bold Listing - \$330 / Year

SRBL - Super Red Bold Listing - \$393 / Year

**BUSINESS NAME**  
**1/2 MS \$32.83 monthly**  
 \$394 annually  
 Address line.....**555-555-5555**

.5 inches tall by column width • No color or artwork

**BUSINESS NAME**  
**1HS \$40.67 monthly**  
 \$488 annually  
 Address line.....**555-555-5555**

.75 inches tall by column width  
**1HSK - One color or white knock out**  
 \$563 annually • \$46.92 monthly  
**1HSCK - Full Color**  
 \$631 annually • \$52.58 monthly

**BUSINESS NAME**  
**2HS \$49.42 monthly**  
 \$593 annually  
 Address line.....**555-555-5555**

1 inch tall by column width  
**2HSK One color or white knock out**  
 \$680 annually • \$56.67 / month  
**2HSCK - Full Color**  
 \$770 annually • \$64.17 monthly

**BUSINESS NAME**  
**3HS \$72.50 monthly**  
 1 cent per book • \$870 annually  
 Address line.....**555-555-5555**

1.5 inches tall by column width  
**3HSK - One color or white knock out**  
 1 cent per book • \$997 annually • \$83.08 monthly  
**3HSCK - Full Color**  
 2 cents per book • \$1131 annually • \$94.25 monthly

**BUSINESS NAME**  
**4HS \$95.50 monthly**  
 2 cents per book • \$1146 annually  
 Address line.....**555-555-5555**

2 inches tall by column width  
**4HSK - One color or white knock out**  
 2 cents per book • \$1284 annually • \$107.00 monthly  
**4HSCK - Full Color**  
 2 cents per book • \$1485 annually • \$123.75 monthly

**BUSINESS NAME**  
**5HS**  
**\$129.17 monthly**  
 2 cents per book • \$1550 annually  
 2.5 inches tall by column width  
**5HSK - One color or white knockout**  
 \$148.50 monthly  
 3 cents per book • \$1782 annually  
**5HSCK - Full Color**  
 \$168.08 monthly  
 3 cents per book • \$2017 annually  
 Address line.....**555-555-5555**

**6HS \$1740 • \$1995 • \$2260**

All standard in column advertisements must have the name, address, and telephone number positioned as shown above.

# 2014-2015 DISPLAY ADVERTISING PRICES AND SPECIFICATIONS

## QC (Quarter Column)

**\$125.17 monthly**

2 cents per book

\$ 1502 annually

2.25 inches tall by column width  
**QCK - One color or white knock out**

*\$144.08 per month*

3 cents per book • \$1729 annually

**QCCK - Full Color**

*\$162.75 per month*

3 cents per book • \$1953 annually

## TEV (Three Eighths Vertical)

**\$152.17 monthly**

3 cents per book

\$1826 annually

3.75 inches tall by column width  
**TEVK - One color or white knock out**

*\$175.08 per month*

3 cents per book • \$2101 annually

**TEVCK - Full Color**

*\$198.08 per month*

3 cents per book • \$2377 annually

## DQC (Double Quarter Column)

**\$186.25 monthly**

3 cents per book • \$2223 annually

2.25 inches tall by two columns wide

**DQCK - One color or white knock out**

*\$213.08 per month*

4 cents per book • \$2557 annually

**DQCCK - Full Color**

*\$239.67 per month*

4 cents per book • \$2876 annually

## BDQCCK - Big Double Quarter Column Full Color

*\$300.67 monthly*

5 cents per book • \$3608 annually

3.027 inches tall by two columns wide

## HPCK - Half Page Full Color

*\$358.17 monthly*

6 cents per book • \$4298 annually

4.86 inches tall by two columns wide

## 3/4PCK - 3/4 Page Full Color

*\$467.75 monthly*

8 cents per book • \$5613 annually

7.3125 inches tall by two columns wide

## FPCK - Full Page Full Color

*\$567.67 monthly*

10 cents per book • \$6812 annually

9.8 inches tall by two columns wide

## DTRK-Two Full Pages Full Color (side by side)

*\$777.33 monthly*

14 cents per book • \$9328 annually

ABL free with any display advertisement

Upgrade to:

**ASBL** anchor super bold - \$41

**ARBL** anchor red bold - \$89

**Second:** ABL-\$241 **ASBL**-\$281

**ARBL**-\$329 **ASRBL**-\$383

# 2014-2015 WHITE PAGE ADVERTISING PRICES AND SPECIFICATIONS

## WRL - Regular Listing

\$129 annually

Business Name

Address ..... 555-555-5555

## WEL - Extra Line or WAL Alternate Listing

\$80 annually

Add your web address, store hours,  
or other brief information

## WBL - Bold Listing

\$141 annually

**BUSINESS NAME**

Address.....555-555-5555

## WSBL - Super Bold Listing

\$164 annually

**BUSINESS NAME**

Address.....555-555-5555

## WSYBL - Super Yellow Bold Listing

\$174 annually

**BUSINESS NAME**

Address.....555-555-5555

*Highlighted with yellow*

## W5HS

2 1/2" Tall • Displayed alphabetically  
Yellow KO \$33.25 *monthly* • \$399 annually  
\$30.58 *monthly* • \$367 annually

## W6HS

3" Tall • Displayed alphabetically  
Yellow KO \$36.58 *monthly* • \$439 annually  
\$33.92 *monthly* • \$407 annually

## W7HS

3 1/2" Tall • Displayed alphabetically  
Yellow KO \$39.92 *monthly* • \$479 annually  
\$37.25 *monthly* • \$447 annually

## W8HS

4" tall • Displayed alphabetically  
Yellow KO \$43.25 *monthly* • \$519 annually  
\$40.58 *monthly* • \$487 annually

## WBB White Page Billboard

Advertisement appears every 16 pages  
\$90 per month  
2 cents per book • \$1080 annually

BUSINESS NAME

## W1HS

Address Line.....555-555-5555

3/4" Tall • Displayed alphabetically  
Yellow KO \$19.92 *monthly* • \$239 annually  
\$17.25 *monthly* • \$207 annually

BUSINESS NAME

## W2HS

Address Line.....555-555-5555

1" Tall • Displayed alphabetically  
Yellow KO \$23.25 *monthly* • \$279 annually  
\$20.58 *monthly* • \$247 annually

BUSINESS NAME

## W3HS

1 1/2" Tall • Displayed alphabetically  
Yellow KO \$26.58 *monthly* • \$319 annually  
\$23.91 *monthly* • \$287 annually

Address Line.....555-555-5555

BUSINESS NAME

## W4HS

2" Tall • Displayed alphabetically  
Yellow KO \$29.92 *monthly* • \$359 annually  
\$27.25 *monthly* • \$327 annually

Address Line.....555-555-5555