



2021 PRINT ADVERTISING RATES

FOUR-COLOR PRINT ADVERTISING RATES *					
	Open	3x	6x	12x	Ad Dimensions ** (WxD, inches)
Spread	\$11,333	\$10,412	\$9,626	\$8,500	14 x 10
Full page	\$7,554	\$6,950	\$6,417	\$5,661	7.875 x 10.5
Two-thirds page	\$5,674	\$5,210	\$4,785	\$4,211	4.5625 x 10
One-half page island	\$4,237	\$3,885	\$3,595	\$3,175	4.5625 x 7.5
One-half page vertical	\$4,237	\$3,885	\$3,595	\$3,175	3.25 x 10
One-half page horizontal	\$4,237	\$3,885	\$3,595	\$3,175	7 x 4.875
One-third page vertical	\$3,022	\$2,784	\$2,571	\$2,261	2.1875 x 10
One-third page square	\$3,022	\$2,784	\$2,571	\$2,261	4.5625 x 4.875
One-quarter page	\$2,499	\$2,290	\$2,116	\$1,874	3.25 x 4.875

* 5% premium for fifth color or PMS. All rates NET.

** Non-bleed space units. 7.875" x 10.5" trim.

Full-page plate size: 8.125" x 10.75"; bleed spread for each plate: 8.125" x 10.75".



Special Positions:

- Second Cover +15% Premium
- Third Cover +10% Premium
- Fourth Cover +15% Premium

Insert Rates:

Contact Publisher

Marketplace Advertising Section:

1/6 Page **\$575**
2.1875" wide x 4.25" high

Classified Print Advertising:

Special advertising for products, services, auction and recruitment. \$150 per column inch

Classified column width sizes:

- One column 2.1875" wide
- Two column 4.4375" wide
- Three column 6.875" wide

Contact Polly Dickson at pdickson@putman.net or call 630-625-1176 for online auction and recruitment pricing.

Materials Contact:

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