

Westside Pioneer Advertising Rates

Measurements: Based on a 75 column-inch page (5 columns wide by 15 inches high).

Column Widths: About 1.87" (1 col), 3.9" (2 cols), 5.95" (3 cols), 8" (4 cols) and 10" (5 cols).

Publication Info: Printed Thursday. Circulation 5,000 (350 subs, free at 80 outlets). **Website:** westsidepioneer.com

Deadline Info: Noon Tuesday for camera-ready ads; 5 p.m. Friday for ads to be built. **Payment:** Due by Tuesday noon.

Color: Varies by size. **Full color** - Up to \$125 (full pg), \$50 min. **Spot color** - Up to \$50 per color (full pg), \$20 min.

Non-profits: 25% off camera-ready display ad

No charge to build a continuing ad

In chart below, to compute per-issue ad cost, multiply desired column-inch size times applicable rate.

Size	How many issues	Rate (per col inch)	Per-issue cost (size times rate)
75 Full Page (75 col inch) Full Color: \$125, Spot Color: \$50 (ask about availability)	1	\$ 4.80	\$ 360.00
	2-4	\$ 4.40	\$ 330.00
	5-10	\$ 4.05	\$ 303.75
	11-26	\$ 3.70	\$ 277.50
	27-51	\$ 3.35	\$ 251.25
	52-plus	\$ 3.00	\$ 225.00

37.5 Half Page (37.5 col inch) Full Color: \$85, Spot Color: \$35 <u>Use Rate For:</u> 37.5 to 74.9 column inches	1	\$ 5.50	\$ 206.25
	2-4	\$ 5.15	\$ 193.13
	5-10	\$ 4.75	\$ 178.13
	11-26	\$ 4.40	\$ 165.00
	27-51	\$ 4.05	\$ 151.88
	52-plus	\$ 3.70	\$ 138.75

22.5 1/3 Plus (22.5 col inch) Full Color: \$60, Spot Color: \$25 <u>Use Rate For:</u> 22.5 to 37.4 column inches	1	\$ 5.90	\$ 132.75
	2-4	\$ 5.50	\$ 123.75
	5-10	\$ 5.15	\$ 115.88
	11-26	\$ 4.80	\$ 108.00
	27-51	\$ 4.40	\$ 99.00
	52-plus	\$ 4.25	\$ 95.63

15 1/5 Page (15 col inch) Full Color: \$60, Spot Color: \$25 <u>Use Rate For:</u> 15 to 22.4 column inches	1	\$ 6.25	\$ 93.75
	2-4	\$ 5.90	\$ 88.50
	5-10	\$ 5.50	\$ 82.50
	11-26	\$ 5.15	\$ 77.25
	27-51	\$ 4.75	\$ 71.25
	52-plus	\$ 4.40	\$ 66.00

7.5 1/10 Plus (7.5 col inch) Full Color: \$60, Spot Color: \$25 <u>Use Rate For:</u> 7.5 to 14.9 column inches	1	\$ 7.00	\$ 52.50
	2-4	\$ 6.60	\$ 49.50
	5-10	\$ 6.25	\$ 46.88
	11-26	\$ 5.90	\$ 44.25
	27-51	\$ 5.50	\$ 41.25
	52-plus	\$ 5.15	\$ 38.63

Small Ad Full Color: \$50, Spot Color: \$20 <u>Use Rate For:</u> Less than 7.4 column inches	1	\$ 7.70	\$ -
	2-4	\$ 7.35	\$ -
	5-10	\$ 7.00	\$ -
	11-26	\$ 6.60	\$ -
	27-51	\$ 6.25	\$ -
	52-plus	\$ 5.90	\$ -

Business card page is 6 cols, camera-ready cards only

Business cards <u>Use Rate For:</u> 2 col. by 1.8" or 1 col. by 3.2" (91% of actual card size)	1	NA	\$ 21.00
	2-4	NA	\$ 20.00
	5-10	NA	\$ 18.00
	11-26	NA	\$ 17.00
	27-51	NA	\$ 16.00
	52-plus	NA	\$ 14.00