

# THE RECORD MEDIA KIT 2017 CLASSIFIED RATES

## Classified Display Advertising Rates

All rates are per insertion.

1x1

1-12 runs: \$26/wk  
 13-24 runs: \$22/wk  
 25-36 runs: \$20/wk  
 37-50 runs: \$16/wk

1x3

1-12 runs: \$78/wk  
 13-24 runs: \$66/wk  
 25-36 runs: \$60/wk  
 37-50 runs: \$48/wk

1x4

1-12 runs: \$104/wk  
 13-24 runs: \$88/wk  
 25-36 runs: \$80/wk  
 37-50 runs: \$64/wk

1x4.5

1-12 runs: \$117/wk  
 13-24 runs: \$99/wk  
 25-36 runs: \$90/wk  
 37-50 runs: \$72/wk

1x1.5

1-12 runs: \$39/wk  
 13-24 runs: \$33/wk  
 25-36 runs: \$30/wk  
 37-50 runs: \$24/wk

1x2

0-12 runs: \$52/wk  
 13-24 runs: \$44/wk  
 25-36 runs: \$40/wk  
 37-50 runs: \$32/wk

1x3.5

1-12 runs: \$91/wk  
 13-24 runs: \$77/wk  
 25-36 runs: \$70/wk  
 37-50 runs: \$56/wk

2x1

1-12 runs: \$52/wk  
 13-24 runs: \$44/wk  
 25-36 runs: \$40/wk  
 37-50 runs: \$32/wk

1x2.5

1-12 runs: \$65/wk  
 13-24 runs: \$55/wk  
 25-36 runs: \$50/wk  
 37-50 runs: \$40/wk

2x2

1-12 runs: \$104/wk  
 13-24 runs: \$88/wk  
 25-36 runs: \$80/wk  
 37-50 runs: \$64/wk

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## Deadline:

**Space Reservation** - New AD reservations must be made by 2 p.m. on the Thursday prior to the requested publication week. Renewal ADs must be confirmed on Monday by 10 a.m.

**Art Submission** - If you require design assistance, supporting content and images must be submitted on Friday by 10 a.m. All print ready, high res. electronic art files should be submitted on Monday by 4:00 p.m. of the requested publication week.

## Classified Line Advertising

Line ads are an economical choice. They are text only, and the cost is based on the number of lines used. Enhancements are available for a small fee. Our sales support staff will assist you with the text content, ad development and placement of your ad. All line ads appear in The Record newspaper. They are included online in the e-Record at no additional charge at [erecord.archlou.org](http://erecord.archlou.org)

## Rates:

2-line minimum.....\$14.00  
Each additional line or fraction.....\$2.25

### Discounts

4-7 Consecutive Weeks ..... receive 15%  
8 or more Consecutive weeks ..... receive 30%

## Deadline:

**Space Reservation** - AD space must reserved by 10:00 a.m. on Monday of the requested publication week.