



THE TRADER

HAYS

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PLAINS

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WACONDA

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DISPLAY ADVERTISING

Column Inches per Month

LOCAL RATE

	1-7	\$14.00 per col. inch
30% Discount	8-39	\$9.80 per col. inch
40% Discount	40-89	\$8.40 per col. inch
45% Discount	90-189	\$7.70 per col. inch
50% Discount	190 + Up	\$7.00 per col. inch

...
**Add
 Another
 Trader
 for
 HALF
 PRICE!**
 ...

PAGE RATE: \$600 • FRONT PAGE: \$750 (FULL) | \$500 (HALF)

1/12 PAGE SAVINGS

1 Run: \$100
 2 Runs: \$95 ea.
 3 Runs: \$90 ea.
 4 Runs: \$85 ea.

2 column x 5.25"
 or
 3 column x 3.5"

1/8 PAGE SAVINGS

1 Run: \$150
 2 Runs: \$145 ea.
 3 Runs: \$130 ea.
 4 Runs: \$120 ea.

3 column x 5.25"

1/4 PAGE SAVINGS

1 Run: \$280
 2 Runs: \$240 ea.
 3 Runs: \$220 ea.
 4 Runs: \$200 ea.

3 column x 10.5"
 or
 6 column x 5.25"

1/2 PAGE SAVINGS

1 Run: \$400
 2 Runs: \$380 ea.
 3 Runs: \$360 ea.
 4 Runs: \$340 ea.

6 column x 10.5"
 or
 3 column x 21"

COLOR CHARGE:

\$40 (1/8 Page & Larger)

\$3.00 per col. in. (Smaller than 1/8 Page)

**Deadline for Color Ads is noon Friday prior to issue date*

CLASSIFIEDS

\$8.00 first 10 words, 50¢/word after
Add a Photo: \$8.00 per week

BUSINESS BILLBOARD

\$8.00 per col. inch
Min. of 2 Runs - 1/8Pg Max. Size

INSERTS

Under 1 oz.:
 \$120.00 per thousand
 1 oz. to under 1½ oz.:
 \$130.00 per thousand
*Must be delivered
 by noon Friday, two weeks
 prior to insertion*

AD DEADLINE 10 AM EVERY MONDAY*

- AD PLACEMENT REQUESTS, FIRST COME FIRST SERVED -