

Classified Mechanicals and Rates

6 Column Format: 1 column = 1.42" 2 columns = 3.08" 3 columns = 4.75"
 4 columns = 6.42" 5 columns = 8.08" 6 columns = 9.75"

Private Party Ads

2 week minimum
 20 word minimum
 \$1.75/word
 Standard font: Helvetica
 Standard font size: 8 pt

Extras:
 Border \$5
 Font Change \$5
 Bold \$5
 Underline \$5
 Blind Box \$11

Business Rate (non-commissionable)

Standard font & size: Helvetica, 8 pt 1" minimum ad size

1x \$37.00/inch
 2-4x* \$33.00/inch
 5-12x* \$31.50/inch
 13+x* \$30.00/inch

Extras: Border \$10; Font Change \$7.50; Bold \$7.50; Underline \$7.50; Logo \$10

National/Agency Rate (15% commissionable)

Standard font & size: Helvetica, 8 pt 1" minimum ad size

1x \$42.00/inch
 2-4x* \$38.00/inch
 5-12x* \$36.50/inch
 13+x* \$35.00/inch

Extras: Border \$10; Font Change \$7.50; Bold \$7.50; Underline \$7.50; Logo \$10

Directories

1.5" minimum ad size
 Display ads only
 Available in 1/2" increments

Services: Cleaning services, movers, handyman, home improvement, home maintenance, interior design, roofing, painting, more

Celebrate Good times: Entertainment, photography, videography, invitations, party planning, favors, more

Professionals: Attorneys, accountants, mohels, senior services, nursing, computer services, more

Travel: Agents, tours, cruises, more

Size	Cost (per ad)			
	4x*	13x**	26x**	52x**
1.5"	\$33	\$29	\$27	\$25
2"	\$44	\$39	\$36	\$33
2.5"	\$55	\$48	\$45	\$42
3"	\$66	\$58	\$54	\$50
3.5"	\$77	\$68	\$63	\$58
4"	\$88	\$77	\$72	\$67
4.5"	\$99	\$87	\$81	\$75
5"	\$110	\$97	\$90	\$83
5.5"	\$121	\$106	\$99	\$92
6"	\$132	\$116	\$108	\$100
6.5"	\$143	\$126	\$117	\$108
7"	\$154	\$135	\$126	\$117

Larger sizes available

*minimum four (4) time consecutive run

**contracted frequency price per ad