

# Record & Clarion

Gladwin County Record & Beaverton Clarion

## Advertising Rates

JANUARY 2008

### Display Open Rate:

Commissionable, regular & class display . . . . . \$11.10 pci

### Frequency Rates

4 Times per month

1-3 inches . . . . . \$7.75 pci

4-11 inches . . . . . \$7.35 pci

### Church Rate

& approved non-profits . . . . . \$8.15 pci

### Front Page Ads

Fronts of B, C & D sections . . . . . full \$230

. . . . . 4x5 \$175

. . . . . 2x5 \$110

### Back Page Ads

Fronts of B, C & D sections . . . . . full \$630

. . . . . 1/2 \$415

. . . . . 1/4 \$310

. . . . . 1/8 \$205

Prices include process color

### Inserts & Circulars

Up to 8 page tabloid . . . . . \$45 cpm

Minimum of \$200

We-Print single sheets from . . . . . \$60 cpm

Website Banner Ad Links . . . . . \$50 per month

Classified Ads . . . . . \$5.95

Plus 29¢ per word per word over 10 word minum

Inside Color . . . . . One Color \$200

. . . . . Two Color \$250

. . . . . Two Color \$300

### Deadlines

Color Ads Thursday, 5:00 pm prior to publication

B & W Ads Friday, 3:00 pm prior to publication

Classified Word Tuesday, 11:30 am

## SIZES

### LOCAL DISPLAY

1 Column = 1.778 inches

2 Column = 3.722 inches

3 Column = 5.667 inches

4 Column = 7.611 inches

5 Column = 9.556 inches

6 Column = 11.513 inches

### CLASSIFIED

1 Column = 1.333 inches

2 Column = 2.792 inches

3 Column = 4.25 inches

4 Column = 5.708 inches

5 Column = 7.167 inches

6 Column = 8.625 inches

7 Column = 10.083 inches

8 Column = 11.538 inches

## Record & Clarion

700 E. Cedar Ave.

Gladwin, MI 48624

989-426-9411

### On The Web

[www.gladwinmi.com](http://www.gladwinmi.com)