

Advertising Rates

INDEPENDENT Appeal



Effective January 1, 2007

* COLUMN INCHES	OPEN RATE	NFP RATE	SIX WEEKS	YEAR	NATIONAL/LEGAL
	\$4.50	\$4.15	\$4.00	\$3.90	\$5.50
1	4.50	4.15			5.50
2	9.00	8.30			11.00
3	13.50	12.45			16.50
4	18.00	16.60			22.00
5	22.50	20.75			27.50
6	27.00	24.90	24.00	23.40	33.00
7	31.50	29.05	28.00	27.30	38.50
8	36.00	33.20	32.00	31.20	44.00
9	40.50	37.35	36.00	35.10	49.50
10	45.00	41.50	40.00	39.00	55.00
11	49.50	45.65	44.00	42.90	60.50
12	54.00	49.80	48.00	46.80	66.00
13	58.50	53.95	52.00	50.70	71.50
14	63.00	58.10	56.00	54.60	77.00
15	67.50	62.25	60.00	58.50	82.50
16	72.00	66.40	64.00	62.40	88.00
17	76.50	70.55	68.00	66.30	93.50
18	81.00	74.70	72.00	70.20	99.00
19	85.50	78.85	76.00	74.10	104.50
20	90.00	81.00	80.00	78.00	110.00
21	94.50	87.15	84.00	81.90	115.50
22	99.00	91.30	88.00	85.80	121.00
23	103.50	95.45	92.00	89.70	126.50
24	108.00	99.60	96.00	93.60	132.00
25	112.50	103.75	100.00	97.50	137.50
26	117.00	107.90	104.00	101.40	143.00
27	121.50	112.05	108.00	105.30	148.50
28	126.00	116.20	112.00	109.20	154.00
29	130.50	120.35	116.00	113.10	159.50
30	135.00	124.50	120.00	117.00	165.00
31	139.50	128.65	124.00	120.90	170.50
32	144.00	132.80	128.00	124.80	176.00

Effective

*Column inches equals number of columns across x number of inches tall. To calculate odd sizes, multiply the 1 inch rate by the total inches.

1/4 PAGE, 1/2 PAGE, ONE PAGE AND DOUBLE TRUCK - CONTACT ADVERTISING REPRESENTATIVE FOR RATES.
 ONE COLOR (SPOT): \$50 • ONE COLOR W/2 FACING PAGES: \$100 • 4 COLOR PROCESS (FULL COLOR): \$150
 LEGAL NOTICES, PER INCH: \$5.50

NOTICE TO CREDITORS (RUNS 2 TIMES): 2 X 41.25 = \$82.50

ORDER OF PUBLICATION (RUNS 4 TIMES): 4 X 26.67 = \$106.68

TRUSTEE NOTICE OF SALE, PER INCH: \$5.50

REAL ESTATE, PER INCH: \$4.50

CLASSIFIEDS (LINE ADS): 20 WORDS: \$5.00 (EACH ADDITIONAL WORD: \$.20)

INSERT RATES (MINIMUM 7,400 PIECES): \$50 PER THOUSAND (.5¢ PER INSERT X 7,400 = \$370.00)

To earn a reduced rate on retail advertising, the advertiser agrees to purchase space according to the minimum schedule and abide by all terms and conditions. The Independent Appeal reserves its right to revise rates.