

INSIDE PUBLICATIONS

Your friendly neighborhood newspaper publisher covering Chicago's North Side since 1905

INSIDE-BOOSTER NEWS-STAR SKYLINE

ADVERTISING RATE CARD

RATES & SIZES

Ad Size	Dimensions (width by depth)	Price	Col. In.	Rate (Per Col. in)
2 full pages	21"x 15.75"	\$3,000	165.375	\$18.15
Full page	10"x 15.75"	\$1,650	78.75	\$20.95
3/4 page	10"x 12"	\$1,300	60.00	\$21.67
2/3 page	10"x 10.5"	\$1150	52.50	\$21.90
1/2 page	10"x 8" or 5"x 15.75"	\$900	40.00	\$22.50
1/3 page	10"x 5.25" or 4"x 13.25"	\$650	26.25	\$24.76
1/4 page	5"x 8" or 4"x 10"	\$500	20.00	\$25.00
1/8 page	4"x 5" or 2"x 10"	\$255	10.00	\$25.50
1/15 page	4"x 2.5" or 2"x 5"	\$115	05.00	\$23.00
1/30 page	2"x 2.5"	\$55	02.50	\$22.00

Mechanical requirements: The newspaper is printed on web offset newsprint. Halftones: 85 line screen.

Classified, Legal and Service advertising information:

- **Classified ads** are sold by the line. The cost is \$4.50 per line per insertion. One line of copy is equal to 25 letters, characters and spaces long. There is a minimum of 3 lines per ad.
- **Service directory ads** are sold by the column inch. One column inch is 1.5 inches wide by 1 inch tall and costs \$30 per insertion. Additional space above 1 col. inch can be purchased in increments of 1/4th column inch. Each additional 1/4th column inch costs \$5. Adding artwork, logos or images or use of special fonts are no additional charge.
- **Legal notice advertising** rates are charged based on the actual size of the ad. Cost is based on the same rates as Service Directory advertising. By law, "Assumed Name," "Doing Business As" ads [and some other legal ads] must run for three consecutive weeks, the total cost is \$150.

DISCOUNTS

Classified frequency discounts are available and can be applied fully at the time of purchase with full payment for the run or applied retroactively upon payment of invoices.

4-6 insertions: 10% off
7-12 insertions: 15% off
13-25 insertions: 20% off
26 or more insertions: 30% off

DEADLINE for service and classified advertising is Monday 5 PM

Excluding national holidays. Ads will sometimes be accepted after deadline on Monday with an additional service fee of \$20. Inside Publications reserves the right to refuse any advertising we feel is inappropriate or that could result in harm to others.

We accept American Express®, MasterCard®, VISA® and Discover®

Display Frequency Discounts off gross rates listed. All discounts are retroactive unless contracted. Discounts of 7 weeks or more must be contracted for prior to first billing.

Ad Insertions	Frequency discount
4	10%
7	15%
13	20%
26	25%
52	30%

Pre-printed Insertion Rates:

\$50.00 per 1,000; minimum 5,000. Must fit newspaper's mechanical requirements.

News-Star Circulation Area:

Montrose Ave. north to Howard. From the lakefront west to the Chicago River, excluding Ashland Ave. west to the river. Montrose Ave. north to Peterson Ave. (Lincoln Square and Ravenswood)

Zip Codes:

60645, 60626, 60659, 60660, 60626, 60640

Inside Booster Circulation Area:

The Loop north to Montrose Ave. The lakefront west to the Chicago River, including Ashland Ave. west to the river and north to Peterson Ave. (Lincoln Square and Ravenswood)

Zip Codes:

60618, 60613, 60647, 60657, 60614, 60622, 60625, 60640

Skyline Circulation Area:

The Main Branch of the Chicago River north to North Ave., from the lakefront west to the North Branch of the Chicago River.

Zip Codes: 60610, 60611, 60654

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