

Classified Rates

COLOR RATES PER COLUMN INCH

1x	13x	26x	39x	52x-up
\$153	\$138	\$131	\$121	\$110

BLACK & WHITE RATES PER COLUMN INCH

1x	13x	26x	39x	52x-up
\$113	\$109	\$107	\$102	\$99

COLOR COST PER AD BY UNIT SIZE

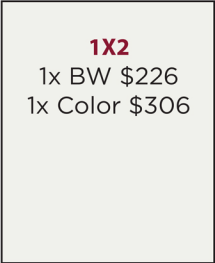
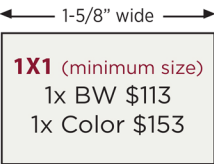
COL. INCHES	1x	13x	26x	39x	52x-up
1	\$153	\$138	\$131	\$121	\$110
2	306	276	262	242	220
3	459	414	393	363	330
4	612	552	524	484	440
5	765	690	655	605	550
6	918	828	786	726	660
7	1,071	966	917	847	770
8	1,224	1,104	1,048	968	880
9	1,377	1,242	1,179	1,089	990
10	1,530	1,380	1,310	1,210	1,100
15	2,295	2,070	1,965	1,815	1,650
18 (1/4 page)	2,754	2,484	2,358	2,178	1,980
36 (1/2 page)	5,508	4,968	4,716	4,356	3,960

BLACK & WHITE COST PER AD BY UNIT SIZE

COL. INCHES	1x	13x	26x	39x	52x-up
1	\$113	\$109	\$107	\$102	\$99
2	226	218	214	204	198
3	339	327	321	306	297
4	452	436	428	408	396
5	565	545	535	510	495
6	678	654	642	612	594
7	791	763	749	714	693
8	904	872	856	816	792
9	1,017	981	963	918	891
10	1,130	1,090	1,070	1,020	990
15	1,695	1,635	1,605	1,530	1,485
18 (1/4 page)	2,034	1,962	1,926	1,836	1,782
36 (1/2 page)	4,068	3,924	3,852	3,672	3,564

Classified Sample Sizes

Approximately 25 words will fit in a 1 column x 1" ad. Multiple inch ads can hold the proportional amount of copy, and will allow for layout considerations. We do not recommend logos or graphics in 1x1 ads.



Column Width Sizes

SPACE SIZE	REAL ESTATE & CLASSIFIED WIDTHS	CAREER CENTER WIDTHS	DEPTH
1 column	1-5/8"	1-1/2"	Minimum 1"
2 column	3-3/8"	3-1/4"	Minimum 1"
3 column	5-1/8"	4-3/4"	Minimum 2"
4 column	6-7/8"	6-3/4"	Minimum 3"
5 column	8-5/8"	8-1/2"	Minimum 4"
6 column	10-3/8"	10-1/4"	Minimum 5"