

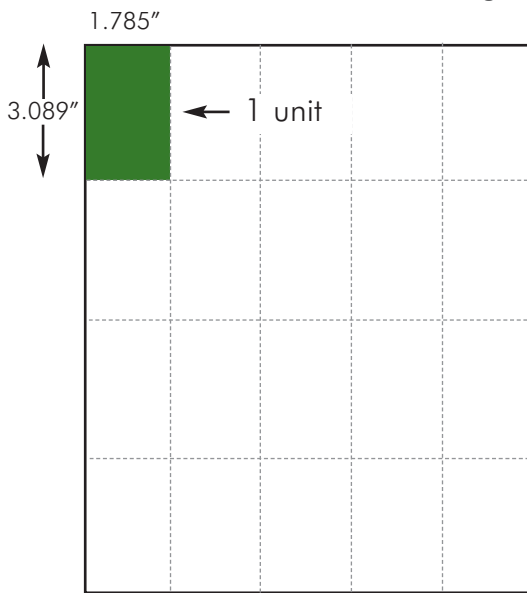
# The Hinsdalean

*One town. One paper.*

## Convenience ~ Coverage ~ Commitment

Our goal is to bring your message into every Hinsdale home each week. It's important to us that we help contribute to the strength of your business and strengthen your success. We strive to make your advertising experience in The Hinsdalean convenient and cost-effective.

- Delivered to every Hinsdale home every Thursday morning
- No contracts - our rates offer you the best pricing available
- 10% discount for camera/digital ready advertisements
- Rates include design service



### Ad Dimensions

We've designed our advertising layout to be clean and effective so your ad can attract attention. Our page is comprised of 20 ad units and is based on a 5 column layout.

#### Width

1 col - 1.785 in  
 2 cols - 3.745 in  
 3 cols - 5.705 in  
 4 cols - 7.665 in  
 5 cols - 9.625 in

#### Height

1 unit - 3.089 in  
 2 units - 6.356 in  
 3 units - 9.625 in  
 4 units - 12.875 in

.175 margin

### Real Estate Advertising Rates

1 unit . . . . .	\$ 25	9 units . . . . .	\$225
2 units . . . . .	\$ 50	10 units . . . . .	\$250
3 units . . . . .	\$ 75	12 units . . . . .	\$300
4 units . . . . .	\$100	15 units . . . . .	\$375
5 units . . . . .	\$125	16 units . . . . .	\$400
6 units . . . . .	\$150	20 units . . . . .	\$500
8 units . . . . .	\$200		

### Color Rates

4-color . . . . .	\$250	1-color . . . . .	\$125
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### Inserts

\$45 per thousand

RATES

