

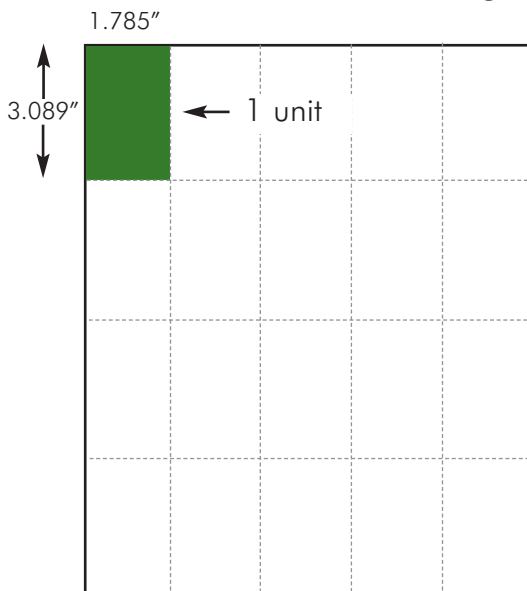
The Hinsdalean

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

Retail Advertising Rates

1 unit	\$ 37	9 units	\$333
2 units	\$ 74	10 units	\$370
3 units	\$111	12 units	\$444
4 units	\$148	15 units	\$555
5 units	\$185	16 units	\$592
6 units	\$222	20 units	\$740
8 units	\$296		

Color Rates

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

\$45 per thousand

RATES

