

CONTRACT RATES

S.A.U. CONTRACTS AVAILABLE ON REQUEST

All contract rates are predicated upon payment in full by the 10th of the month following billing. "the paper" shall reserve the right to cancel this agreement in the event the account is unpaid 30 days following the last day of the month in which the account was accrued.

13-WEEK EARNED RATES

A Minimum 5 inches is required each week for 13 or more consecutive weeks

INCHES/MONTH	NET RATE
20-99	\$6.60
100-299	\$6.50
300-499	\$6.45
500-799	\$6.25
800-1299	\$6.10
1300-1999	\$6.00

ANNUAL AGREEMENT RATES

INCHES/YEAR	NET RATE
100-249	\$6.55
250-749	\$6.50
750-999	\$6.45
1000-1999	\$6.30
2000-3999	\$6.00
4000-7999	\$5.80
8000-11,999	\$5.45

PREPRINT RATES

All inserts MUST be 1/4-folded, not to exceed 8 1/2" x 11"

RATES BASED ON TABLOID PAGES

4 pgs. ... 4 1/2 cents full5 cents partial
 8 pgs. ... 5 cents full5 1/2 cents partial
 12 pgs. . 5 1/2 cents full6 cents partial
 16 pgs. . 6 cents full6 1/2 cents partial

Additional pages add 1/2 cent per 4 pages.
 An additional charge of \$20 per thousand will be added to any insert that needs to be 1/4-fold

**Insertion into mail routes
 requires a minimum of 200 pieces*

DISPLAY ADVERTISING RATES

Seven Column Format 10 1/4" x 16"

RATES BASED ON ONE WEEK SCHEDULE RATES EFFECTIVE MARCH 1, 2017

Local S.A.U. rates available on request

COLUMN INCHES

1-13	\$7.25
14-27	\$7.15
28-55	\$7.10
56-111	\$6.80
112-223	\$6.60
224 and up	\$6.45

SIZE OF AD

1/8 page (14 inches)	\$97.30
1/4 page (28 inches)	\$193.20
1/2 page (56 inches)	\$369.60
Full page (112 inches)	\$694.40
Two pages (224 inches)	\$1,355.20

Four or more consecutive weeks advertising -
 Same size ad and copy\$6.70

Four or more consecutive weeks advertising - Ad size and
 copy determined by advertiser on weekly basis\$6.80

National advertising rate\$7.80

National S.A.U.\$11.10

Non-profit organization rate\$5.85

CLASSIFIED ACTION ADS:

\$9.50, with a .50 cash discount, for first 20 words. 15 cents per word for each additional word over 20. Must be paid in advance. \$3 additional charge for each insertion of blind Action Ads (ads requiring box number service). \$3.80 per column inch for Card of Thanks and In Memory ads. \$9 for Singles Only ads.

COMMERCIAL ACTION ADS:

\$10.00 for first 20 words. 15 cents for each additional word over 20. We can bill commercial accounts monthly. No charge for changing ad.

REVERSES
 20 CENTS PER COLUMN INCH
 \$2 MINIMUM

COLOR

EACH EDITION	1-112 INCHES	112-UP INCHES
1 color & black	\$ 70	\$100
2 colors & black	\$100	\$140
Full color & black	\$140	\$195

The Bureau Of Advertising Says:

"A color ad has a 30 percent better chance of being read"

CREDIT POLICY

New accounts and political advertising are cash in advance. Credit extended to accounts only with reliable references. Statements must be paid by the 10th of the month following billing. A service charge of 2 percent per month will be applied to unpaid balances of 30 days or more, representing an annual percentage rate of 24 percent.

606 St. Rd. 13N
 P.O. Box 603
 Wabash, IN 46992
 260-563-8326
 Fax: 260-563-2863
 Email: ads@thepaperofwabash.com

Published Weekly,
 Read Daily

the paper
 of wabash county inc.

Commercial Offset & Digital Printing

Wabash County's Largest
 Circulating Newspaper **16,561**

"Since 1977"