

Examples of Ad proportions

1 col. x 2" smallest ad \$13.00 b/w \$16.00 color	1 col. x 4" runs on any page <div style="background-color: black; color: white; text-align: center; padding: 5px;"> \$26.00 b/w \$32.00 color </div>
2 col. x 4" <div style="background-color: black; color: white; text-align: center; padding: 5px;"> \$52.00 b/w \$64.00 color </div>	
3 col. x 5" Get Yourself Seen <div style="background-color: black; color: white; text-align: center; padding: 5px;"> \$97.50 b/w, \$120.00 color </div>	

4 cols. x 5 inches, quarter page ad **\$130.00 b/w, \$160.00 color**
 Can also run 2 cols. x 10 inches
 or 5 cols. x 4 inches

5 cols. x 8 inches, half page ad **\$240.00 b/w, \$295.00 color**
 Can also run 4 cols. x 10 inches

5 cols. by 16 inches full page ad: \$475.00 b/w, \$585.00 color

The Montague Reporter

Cost	Number of columns and inches			
Black and White:				
\$6.50 per column inch, 2 inch minimum	Chart is based on local rate for a b/w Ad of \$6.50 per col. inch. (5 col. format) Standard sizes. Additional sizes quoted upon request.			
\$13.00	1x2			
\$19.50	1x3			
\$26.00	1x4	2x2		
\$32.50	1x5			
\$39.00	1x6	2x3		
\$45.50	1x7			
\$52.00	1x8	2x4		
\$68.50	1x9	3x3		
\$65.00	1x10	2x5		
\$78.00		2x6	3x4	
\$91.00		2x7		
\$97.50			3x5	
\$104.00		2x8		4x4
\$117.00		2x9	3x6	
\$130.00 1/4 page		2x10		4x5 5x4
\$156.00	2x12	3x8	4x6	
\$182.00	2x14		4x7	
\$195.00	2x15	3x10		5x6
\$208.00	2x16		4x8	
\$234.00		3x12	4x9	
\$240.00 1/2 page discount			4x10	5x8
\$475.00 full page discount				
Color:				
\$8.00 per column inch, 2 inch minimum				

Actual size of your business card display

Business Card Directory:

\$8.00 b/w, \$12.00 color per week and Ad must run a minimum of 12 weeks.

\$96.00 b/w per contract or \$86.00 prepaid

\$144.00 color per contract or \$134.00 prepaid.

Actual size of your business card display