

# The Sneak Preview

Ashland's News & Review

## 2009 RATE & INFORMATION SHEET

**14,000 copies once a month**

(including 12,900 DIRECT MAILED to every house and business in Ashland; with an additional 1,100 on the stands - the largest circulation in Ashland!)

### 2009 DISPLAY AD RATES

NOTE: EACH PRICE IS THE COST OF AN AD FOR ONE ISSUE (ONE MONTH'S COVERGE)		
Ad size	One Time	Contract 12x/year
1/16	\$76	\$67
1/8	\$104	\$90
3/16	\$144	\$131
1/4	\$196	\$169
3/8	\$288	\$249
1/2	\$375	\$324
3/4	\$548	\$463
Full	\$580	\$482
Back	\$791	\$679

Prices are for camera-ready ads or "repeat ads" that require minor changes.

Ads requiring production work will be charged slightly higher.

### 2009 PUBLISHING DATES

IN THE MAIL: THURSDAYS	
ON THE STANDS: FRIDAYS	
JANUARY 2009:	JANUARY 22
("Best of Ashland," Part I)	
FEBRUARY 2009:	FEBRUARY 12
("Best of Ashland," Part II)	
MARCH 2009:	MARCH 12
APRIL 2009:	APRIL 9
MAY 2009:	MAY 7
JUNE 2009:	JUNE 11
JULY 2009:	JULY 9
AUGUST 2009:	AUGUST 6
SEPTEMBER 2009:	SEPTEMBER 10
OCTOBER 2009:	OCTOBER 8
NOVEMBER 2009:	NOVEMBER 5
DECEMBER 2009:	DECEMBER 3

**DEADLINE FOR AD COPY: ONE WEEK BEFORE THE PUBLISHING DATE**

#### AD SIZES

1/16 Horizontal:	4.75" x 1.675" high
1/16 Vertical:	2.25" x 3.25" high
1/8 Horizontal:	4.75" x 3.25" high
1/8 Vertical:	3.125" x 4.875"
1/8 One Column:	2.25" x 6.75" high
3/16 square:	4.75" x 4.875" high
3/16 One Column:	2.25" x 10.25" high
1/4 Horizontal:	6.375" x 4.875"
1/4 Vertical:	4.75" x 6.75" high
1/4 One Column:	2.25" x 13.75" high
3/8 Three Column:	7.25" x 6.75" high
1/2 Two Column:	4.75" x 13.75" high
1/2 Three Column:	7.25" x 8.75" high
1/2 Four Column:	9.75" x 6.75" high
3/4 Three Column:	7.25" x 13.75" high
Full Page:	9.75" x 13.75" high

#### COLOR ADS ARE AN EXTRA \$65

#### INSERTING RATES:

- One sheet (under .2 ounce): \$47/1000
- .2 ounce or above: An extra \$3/1000 for every tenth of an ounce over .2 ounce

Please send ads electronically, preferably as a PDF, although we can work with JPEGs and TIFFs.

For advertising information, call Curtis Hayden  
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