

**Common Sizes at Regular Rates:**

(Spot color +\$50, Full color +\$100)

**Full Page – 6 column by 21 inches (6x21)**

Newspaper alone: \$907.20  
Newspaper & Trader (full circ.): \$1152.90

**Quarter Page -- 3 column by 10.5 inches (3x10.5)**

Newspaper alone: \$226.80  
Newspaper & Trader (full circ.): \$288.23

**Half Page – 6 column by 10.5 inches (6x10.5)**

Newspaper alone: \$453.60  
Newspaper & Trader (full circ.): \$576.45

**Eighth Page -- 3 column by 5 inches (3x5)**

Newspaper alone: \$108  
Newspaper & Trader (full circ.): \$137.25

**ROP Ad Rates & Circulation:**

**\$7.20/column inch**

2,200 circulation (subscribers and people who buy our paper)

or

**\$9.15/column inch (Full circulation of Hamilton County)**

4,500 circulation (goes in the paper & our sample paper called *The Trader*, going to every mailbox in Hamilton County)

**Classified Display Ad Rates & Circulation:**

**\$8.90/column inch**

2,200 circulation (subscribers and people who buy our paper)

or

**\$10.85/column inch (Full circulation)**

4,500 circulation (goes in the paper & our sample paper called *The Trader*, going to every mailbox in Hamilton County)

**Column widths:**

- 1 column = 1.8125 inches wide
- 2 columns = 3.8125 inches wide
- 3 columns = 5.75 inches wide
- 4 columns = 7.75 inches wide
- 5 columns = 9.75 inches wide
- 6 columns = 11.75 inches wide

Ads can be up to 21 inches tall, but must be in half-inch increments.

**Line Classified Ad (want ads)** \$7.20 for 25 or less, 15¢ each additional word

**AD DEADLINES: MONDAYS at 1 PM (Black & White)**

**Color ad deadline is the Friday prior to run date**

We print Tuesdays - Paper arrives in mailboxes on Wednesdays

**Inserts:**

Pages	Non-Slick	Slick Stock
1-3.9	\$395	\$447
4-5.9	\$430	\$482
6-7.9	\$465	\$517
8 +	\$480	\$532

Inserts must be delivered to our office by the Friday A.M. the week prior to insertion.

**Quantity needed: 4,500**

Online advertising also available...

**Inquire Today!**

**Dave Bradley, Advertising Manager**  
**Dani Lemburg, Sales/Advertising**

[advertising@hamilton.net](mailto:advertising@hamilton.net)  
[newspaper@hamilton.net](mailto:newspaper@hamilton.net)