

# The York Independent

The hometown voice of the greater York region

## Ad Rates & Sizing 2009

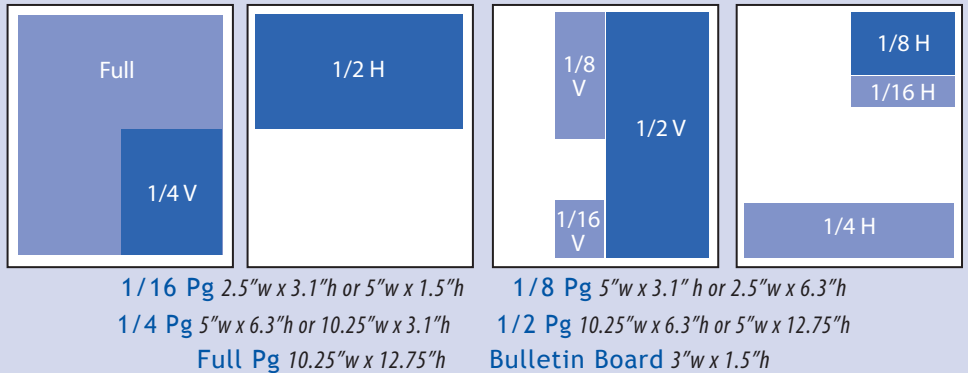
### R.O.P DISPLAY ADS Consecutive Insertions

AD SIZE	1 Issue	4 Issues	8 Issues	16 Issues	24 Issues
1/16 Page	\$69	\$62	\$55	\$48	\$36
1/8 Page	\$132	\$119	\$106	\$92	\$66
1/4 Page	\$256	\$230	\$205	\$179	\$90
1/2 Page	\$501	\$451	\$401	\$351	\$250
Full Page	\$953	\$858	\$762	\$667	\$477

**ALL RATES ARE PER ISSUE & REQUIRE RUNNING A CONSECUTIVE ISSUE CONTRACT**

- Full color is \$50 additional, regardless of ad size
- Ask about guaranteed placement
- Non-profit businesses receive 10% off

### R.O.P DISPLAY AD SIZES



### INSERTS Preprints: Cost per thousand

SIZE	Open Rate	4-8 Issues	9-16 Issues	17-24 Issues
8.5 x 11	\$42	\$38	\$34	\$29
4 page	\$46	\$41	\$37	\$32
8 page	\$48	\$43	\$38	\$34
12 page	\$52	\$47	\$42	\$36

### FRONT PAGE BOTTOM BANNER

**Open Rate: \$400 4-8 Issues: \$360 9-16 Issues: \$320 17-24 Issues: \$280**

Call or email for more info