

Combo Advertising Rate - 15% Reduction Shopper Rate

REPORTER		
Col. x In.	Tot. Inches.....	Price
1x2.....	2"	\$14.00
1x3.....	3"	\$21.00
1x4.....	4"	\$28.00
2x3.....	6"	\$42.00
2x4.....	8"	\$56.00
2x5.....	10"	\$70.00
2x6.....	12"	\$84.00
2x7.....	14"	\$98.00
2x8.....	16"	\$112.00
2x9.....	18"	\$126.00
2x10.....	20"	\$140.00
2x11.....	22"	\$154.00
2x12.....	24"	\$168.00
Col. x In. Tot. Inches.....	Price	
3x3.....	9"	\$63.00
3x4.....	12"	\$84.00
3x5.....	15"	\$105.00
3x6.....	18"	\$126.00
3x7.....	21"	\$147.00
3x8.....	24"	\$168.00
3x9.....	27"	\$189.00
3x10.....	30"	\$210.00
¼ Page..	31.5"	\$220.50
½ Page..	63"	\$441.00
Full Page ..		\$882.00

\$700 Per Column Inch

SHOPPER'S GUIDE		
Col. x In.	Tot. Inches.....	Price
1x2.....	2"	\$15.50
1x3.....	3"	\$23.25
1x4.....	4"	\$31.00
2x3.....	6"	\$46.50
2x4.....	8"	\$62.00
2x5.....	10"	\$77.50
2x6.....	12"	\$93.00
2x7.....	14"	\$108.50
2x8.....	16"	\$124.00
2x9.....	18"	\$139.50
2x10.....	20"	\$155.00
2x11.....	22"	\$170.50
2x12.....	24"	\$186.00
Col. x In. Tot. Inches.....	Price	
3x3.....	9"	\$69.75
3x4.....	12"	\$93.00
3x5.....	15"	\$116.25
3x6.....	18"	\$139.50
3x7.....	21"	\$162.75
3x8.....	24"	\$186.00
3x9.....	27"	\$209.25
3x10.....	30"	\$232.50
¼ Page..	42"	\$325.50
½ Page..	84"	\$651.00
Full Page ..		\$1,302.00

\$775 Per Column Inch

Processed Color \$100
Shopper Deadline Thursday, 4 p.m.

Reporter Deadline Friday, 4 p.m.

REPORTER CLASSIFIED		
Col. x In.	Tot. Inches.....	Price
1x2.....	2"	\$13.00
1x3.....	3"	\$19.50
1x4.....	4"	\$26.00
2x3.....	6"	\$39.00
2x4.....	8"	\$52.00
2x5.....	10"	\$65.00

\$650 Per Column Inch

DINING ADS
\$650 Per Column Inch

CLASSIFIED ADS
Reporter • Shopper • Online
\$15⁰⁰ for 30 words or less
 10¢ for each add'l word • Deadline Friday at Noon

SERVICE DIRECTORY
 13 Week Discount
 Reporter **\$15⁰⁰** per week **\$195⁰⁰** total
 Shopper **\$18⁰⁰** per week **\$234⁰⁰** total

BANNER ADS
 Full Color Banner Ads in the Reporter
Front Page \$160.00 • Back Page \$130.00

WEB-ADVERTISING
www.ironcountyreporter.com
Top Banner..... \$200⁰⁰ per month
Right-Side Box \$120⁰⁰ per month
 Web ads will be linked to your business website
 Web ad impressions will rotate with other ads

INSERTS
 Less Than 5,000 **\$80⁰⁰** per thousand
 More Than 5,000 **\$75⁰⁰** per thousand
 *Call for rates on inserts larger than 48-tab

ANNUAL SUBSCRIPTION RATES
 Iron County..... \$47.00 (year)
 Out of County \$57.00 (year)
 Iron County..... \$30.00 (6 mo.)
 Out of County \$35.00 (6 mo.)
 E-Edition..... \$25.00 (year)
 OR add to your paper subscription for \$10.00

COLUMN WIDTHS
 Shopper: 1.25" Reporter: 1.75"
 Reporter Classified: 1.25"

We cannot guarantee any customer that their ad will run in a specific place.

Reporter/Shopper's Guide (January 2018)

P.O. Box 311, Iron River, MI 49935 (906) 265-9927 Fax: (906) 265-5755 or 265-6357

Sales Associates

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