



*"The oldest existing business in Trenton."*

***2012 Advertising Rate Card***

15 West Broadway • P.O. Box 118  
Trenton, IL 62293  
(618) 224-9422  
Fax: (618) 224-2646

*[www.trentonsun.net](http://www.trentonsun.net)*

**The Newspaper of Record  
for Western Clinton County**

## **OPEN DISPLAY RATE**

\$5.20 Per Column Inch

## **NATIONAL RATE**

\$7.00 Per Column Inch

## **EARNED DISCOUNTS**

*Column Inches Per Month*

32-160 Inches	\$4.70
161-290 Inches	\$4.50
291 Inches or More	\$4.20

## **Standing Ads**

\$3.40 - Six Month Contract

\$4.25 - Three Month Contract

*One copy change per month allowance. Minimum Size: 4 column inches.*

## **PAYMENT POLICY**

Accounts Must Be Paid in Full by 25th of Month Following Service.

Accounts will be billed by 10th day of month following service.

Discounts do not apply to past due accounts.

We accept all major debit and credit cards.

## **COLOR RATES - All Charges in Addition to Cost of Space**

Black plus one color \$50

Process Color \$3.00/Column Inch: 30 to 59 Inches (\$90 Min)

\$175: 60 + Inches

## **INSERTS**

7¢ each (\$70 per thousand)

Minimum 1,000

Prices are for letter-size inserts. For larger pieces, please call for quote.

## **CLASSIFIED ADS/WEB CLASSIFIED PAGE**

Minimum Charge \$4 – Includes web publication

Line Ads 75¢ per column line

(Account Classified Advertising Subject to \$2 billing fee.)

## **MECHANICAL SPECIFICATIONS**

*Printed Broadsheet – 25 inch web*

*Pages Six Columns by 21.5 inches*

*Column Width: 11 picas with 9-point gutter*

## **DEADLINES**

*Publishes on Wednesdays.*

*Advertising Deadlines 4 p.m. Mondays - Classified and Display*

*Special Holiday Deadlines May Apply*