

# 2011 "At Your Service" Rates

## Single Service

1 7/8" x 2"

Actual Size

Weeks	Cost		Pre-pay Total
4	\$47	(3 weeks paid, 1 week free)	\$45 5% disc. applied
8	\$95	(6 weeks paid, 2 weeks free)	\$90 5% disc. applied
13	\$138	(8 weeks paid, 5 weeks free)	\$131 10% disc. applied
26	\$284	(18 weeks paid, 8 weeks free)	\$269 15% disc. applied
52	\$557	(35 weeks paid, 17 weeks free)	\$524 15% disc. applied

## Double Service

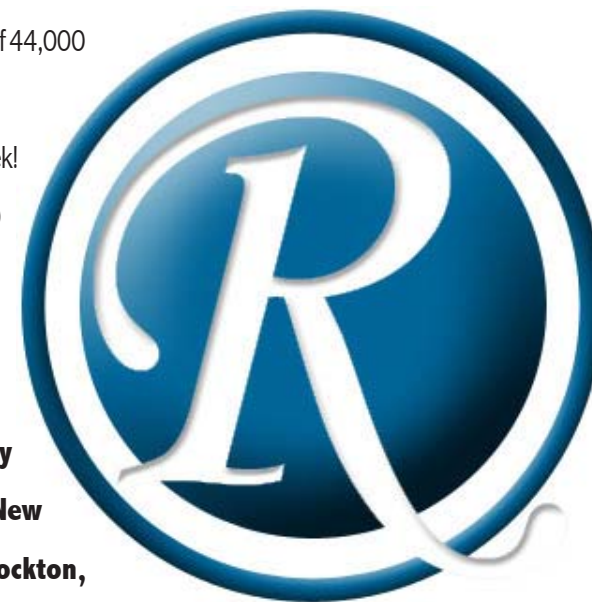
3 7/8" x 2"

Actual Size

Weeks	Cost		Pre-pay Total
4	\$88	(3 weeks paid, 1 week free)	\$84 5% disc. applied
8	\$176	(6 weeks paid, 2 weeks free)	\$167 5% disc. applied
13	\$254	(8 weeks paid, 5 weeks free)	\$229 10% disc. applied
26	\$529	(18 weeks paid, 8 weeks free)	\$450 15% disc. applied
52	\$1,029	(35 weeks paid, 17 weeks free)	\$875 15% disc. applied

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- Our circulation is **22,000**, providing an estimated readership of 44,000 to 66,000 people
- We are averaging *ONLY* a 4 to 8 percent return rate each week!
- *The Rock River Times* is distributed through more than 280 direct mail subscriptions and **more than 2,350 commercial distribution points.**
- The area's finest weekly paper is **published every Wednesday** and is distributed to **Beloit, Belvidere, Byron, Cherry Valley, DeKalb, Durand, Freeport, Loves Park, New Milford, Oregon, Pecatonica, Polo, Rockford, Rockton, Roscoe, South Beloit, Machesney Park, Stillman Valley and Winnebago, Illinois.**
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