

# 2011 Commercial Classified Rates

# Eureka!

## classifieds

### Your Heading

First 10 words are \$6.30. Each word thereafter is \$0.20. Please write one word on each line below.

_____	_____	_____	_____
_____	_____	_____	_____
_____	\$6.30	\$6.50	\$6.70
\$6.90	\$7.10	\$7.30	\$7.50
\$7.70	\$7.90	\$8.10	\$8.30
\$8.50	\$8.70	\$8.90	\$9.10

### Extras

Upgrade to a display classified and add the following for only \$9.80 per column inch with every third week







Name \_\_\_\_\_ Phone \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_

# of weeks \_\_\_\_\_ Start Date \_\_\_\_\_ End Date \_\_\_\_\_

Price Per Week \_\_\_\_\_

Price Total \_\_\_\_\_

All classified ads must be prepaid.

## Advertise with the locally owned paper that cares!

- 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.**
- PRICES IN EFFECT SINCE JANUARY 1, 2010.



### Discount Rates

for extended prepayment (starting at 12 weeks)

- 5%** OFF 12 weeks. 8 paid, 4 free.
- 10%** OFF 26 weeks. 18 paid, 8 free.
- 15%** OFF 52 weeks. 35 paid, 17 free.

**In addition to getting every third week free!**

**\* Deadline is Thursday by noon following Wednesday's publication.**

We accept these major credit cards    

*The Rock River Times* is a proud member/affiliate of these fine organizations:



ILLINOIS PRESS ASSOCIATION  
Serving newspapers since 1885



MFCP  
midwest free community papers



BBB  
Start With Trust



CIRCULATION VERIFICATION COUNCIL



NANI  
national advertising network



AWN  
ALTERNATIVE WEEKLY NETWORK

To place a classified ad, call

*The Rock River Times*

128 N. Church St. • Rockford, IL 61101  
 Phone: 815.964.9767 • Fax: 815.964.9825  
 classifieds@rockrivertimes.com