

# 2011 Advertising Display Rates

<b>Common inches</b> 10 x 15.5	<b>Common inches</b> 4 7/8 x 15.5	<b>Common inches</b> 10 x 7.25	<b>Common inches</b> 4 7/8 x 7.25
<b>Full Page</b> PER ISSUE COST	<b>Half Page</b> PER ISSUE COST	<b>Half Page</b> PER ISSUE COST	<b>Quarter Page</b> PER ISSUE COST
1yxr. \$704	1yxr. \$394	1yxr. \$394	1yxr. \$212
4yxr. \$672	4yxr. \$374	4yxr. \$374	4yxr. \$204
8yxr. \$632	8yxr. \$363	8yxr. \$363	8yxr. \$193
13yxr. \$599	13yxr. \$344	13yxr. \$344	13yxr. \$184
26yxr. \$543	26yxr. \$315	26yxr. \$315	26yxr. \$153
52yxr. \$497	52yxr. \$270	52yxr. \$270	52yxr. \$135

<b>Common inches</b> 4 7/8 x 5	<b>Common inches</b> 4 7/8 x 3.5	<b>Common inches</b> 2.25 x 3.5	<b>Common inches</b> 3 1/8 x 2
<b>Sixth Page</b> PER ISSUE COST	<b>Eighth Page</b> PER ISSUE COST	<b>Sixteenth Page</b> PER ISSUE COST	<b>Business Card</b> PER ISSUE COST
1yxr. \$143	1yxr. \$116	1yxr. \$64	1yxr. \$58
4yxr. \$140	4yxr. \$106	4yxr. \$61	4yxr. \$55
8yxr. \$135	8yxr. \$97	8yxr. \$58	8yxr. \$51
13yxr. \$131	13yxr. \$88	13yxr. \$55	13yxr. \$47
26yxr. \$119	26yxr. \$82	26yxr. \$50	26yxr. \$40
52yxr. \$96	52yxr. \$76	52yxr. \$45	52yxr. \$32

## Color Rates In addition to print rates:

Size	1 color	2 color	4 color
Full page	\$127	\$185	\$381
Half page	\$69	\$104	\$208
Quarter page	\$35	\$52	\$104
Sixth page	\$23	\$35	\$58
Eighth page or less	\$12	\$23	\$41

If color has not been sold for a particular page, the minimum order to establish color in that issue is one-half page. Also, the number of separations for a half or full-page ad may affect the cost.

## 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 JANUARY 1, 2010.



## Discount Rates for prepayment on display ads:

- 5% OFF** for advance payment on less than three-month advertisements!
- 10% OFF** for advance payment on 13-time advertisement contracts!
- 15% OFF** for advance payment on 26-time and yearly advertisement contracts!

As a service to the community, all 501(c)(3) organizations are entitled to the 52 time rate regardless of the number of times an ad runs.

To advertise with The Rock River Times, call



128 N. Church St. • Rockford, IL 61101  
Phone: 815.964-9767 • Fax: 815.964.9825  
contact@rockrivertimes.com

(min) 1,000: .06¢ ea.  
1,001-2,000: .05¢ ea.  
+2,000: .04¢ ea.

### Insert Service

(printing not included)

We accept these major credit cards:

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

