

NOTE: This is an additional issue for 2012 and does not replace the October 12, 2012 issue.

DISPLAY ADVERTISING RATE INFORMATION

Standard Display Advertising:

We have a variety of ad sizes to meet your budget. Rates and standard sizes are shown below. Rates apply to black & white ads; for color ads, add \$600. All rates are gross.

BLACK & WHITE	
Full Page	\$2,507 4 col. (10.4375" WIDE) x 14.5" DEEP
2/3 Page	\$1,800 3 col. (7.75" WIDE) x 10" DEEP
1/2 Page	\$1,443 4 col. (10.4375" WIDE) x 7.5" DEEP 2 col. (5.125" WIDE) x 14.5" DEEP
1/4 Page	\$818 2 col. (5.125" WIDE) x 7.5" DEEP 1 col. (2.4375" WIDE) x 14.5" DEEP
1/6 Page	\$579 2 col. (5.125" WIDE) x 5" DEEP 1 col. (2.4375 WIDE) x 10" DEEP
1/8 Page	\$456 2 col. (5.125" WIDE) x 3.75" DEEP 1 col. (2.4375" WIDE) x 7.5" DEEP
1/12 Page	\$322 2 col. (5.125" WIDE) x 2.5" DEEP 1 col. (2.4375" WIDE) x 5" DEEP

Premium Placement Display Advertising:

For additional recognition, consider a high-profile ad on the back cover or inside front cover of this special issue. Space is limited. These rates include full color (black & white ads not available for premium placement spots).

A 20% deposit and signed advertising agreement is required to reserve the back cover or inside front cover. The balance will be invoiced.

BACK COVER:	
Full Page	\$3,760.50 (Includes full color) 4 col. (10.4375" WIDE) x 14.5" DEEP
INSIDE FRONT COVER:	
Two sizes available	
Full Page	\$3,133.75 (Includes full color) 4 col. (10.4375" WIDE) x 14.5" DEEP
1/2 Page	\$1,803.75 (Includes full color) 4 col. (10.4375" WIDE) x 7.5" DEEP 2 col. (5.125" WIDE) x 14.5" DEEP

Deadlines for Display Advertising:

Display ads must be reserved by July 20, 2012.

Display ads are due by August 29, 2012.

Ads should be submitted to Vicki Breashears at vbreashears@aol.com.

INSERTS

An insert in this commemorative special edition is an effective way to reach your target audience. Possible items include fliers, one-sheets, fundraising envelopes, multi-page brochures and non-bound catalogues.

- Cost: \$150/M with a minimum of 5,000
- Select subscribers by state of residence (maximum two inserts per state)
- Piece must be submitted in advance to secure post office approval: post office specifications: 30-40# newsprint weight stock or equivalent. (Heavier stock can be considered.)

Inserts should arrive at Tribune Publishing in Columbia, Missouri by August 10, 2012. Late shipments may be canceled at the discretion of NCR and Tribune printing. Ask an NCR sales representative for maximum insertion counts. A deposit of 25% is required on insert orders.

For more information contact the advertising department:

Toll-free: 1-800-444-8910, ext. 2214 or ext. 2218 • E-mail: advertising@NCRonline.org