

LOCAL RATES

PRINT DISPLAY AD • SIZES & RATES • 2017-2019

70 AD SIZES AVAILABLE!					FRACTIONAL SIZE	TOTAL COLUMN INCHES	RATE	
1 COLUMN ADS 1.833" WIDE	2 COLUMN ADS 3.833" WIDE	3 COLUMN ADS 5.833" WIDE	4 COLUMN ADS 7.833" WIDE	5 COLUMN ADS 9.833" WIDE			LOCAL STANDARD	LOCAL DISCOUNT
1x1						1	\$5.30	\$5.10
1x2	2x1					2	\$10.60	\$10.20
1x3		3x1				3	\$15.90	\$15.30
1x4	2x2		4x1			4	\$21.20	\$20.40
1x5				5x1		5	\$26.50	\$25.50
1x6	2x3	3x2				6	\$31.80	\$30.60
1x7						7	\$37.10	\$35.70
1x8	2x4		4x2			8	\$42.40	\$40.80
1x9		3x3				9	\$47.70	\$45.90
1x10	2x5			5x2	1/8	10	\$53.00	\$51.00
1x11						11	\$58.30	\$56.10
1x12	2x6	3x4	4x3			12	\$63.60	\$61.20
1x13						13	\$68.90	\$66.30
1x14	2x7					14	\$74.20	\$71.40
1x15		3x5		5x3	1/5	15	\$79.50	\$76.50
	2x8		4x4			16	\$84.80	\$81.60
	2x9	3x6			1/4	18	\$95.40	\$91.80
	2x10		4x5	5x4		20	\$106.00	\$102.00
		3x7				21	\$111.30	\$107.10
	2x11					22	\$116.60	\$112.20
	2x12	3x8	4x6			24	\$127.20	\$122.40
				5x5	1/3	25	\$132.50	\$127.50
	2x13					26	\$137.80	\$132.60
		3x9				27	\$143.10	\$137.70
	2x14		4x7			28	\$148.40	\$142.80
	2x15	3x10		5x6		30	\$159.00	\$153.00
			4x8			32	\$169.60	\$163.20
		3x11				33	\$174.90	\$168.30
				5x7		35	\$185.50	\$178.50
		3x12	4x9			36	\$190.80	\$183.60
				5x7.5	1/2	37.5	\$198.75	\$191.25
			4x10	5x8		40	\$212.00	\$204.00
		3x14				42	\$222.60	\$214.20
			4x11			44	\$233.20	\$224.40
		3x15		5x9		45	\$238.50	\$229.50
			4x12			48	\$254.40	\$244.80
				5x10		50	\$265.00	\$255.00
				5x11		55	\$291.50	\$280.50
				5x12		60	\$318.00	\$306.00
				5x15	FULL	75	\$397.50	\$382.50

AD DEADLINE: MONDAY AT 10:00 A.M. FOR TUESDAY ISSUES - WEDNESDAY AT 10:00 A.M. FOR THURSDAY ISSUES.



MSU
Reporter

INSERTS: \$35.00 per thousand (Min. 5,000; Max. 6,000)
 PROCESS COLOR: Additional \$265.00
 SPOT COLOR: Additional \$65.00 per spot plate (2 plates maximum)