

Display Advertising Rates

WEST PALM'S Neighborhood News



DISTRIBUTION & CIRCULATION

Published the first Wednesday of every month, West Palm's Neighborhood News serves West Palm communities including downtown with news, happenings, entertainment and more since 1991.

10,000 copies are placed in more than 120 locations throughout West Palm Beach and surrounding areas in restaurants, banks, schools, hospitals, condos, hotels and other outlets.

2 Columns				BEST RATE!
	OPEN RATE	3 MONTHS	5 MONTHS	8 MONTHS
2 col. x 3"	\$108	\$95	\$84	\$73.50
2 col. x 4¾"	\$147	\$129	\$114	\$99.75
2 col. x 8"	\$220	\$194	\$170	\$148.75
2 col. x 11"	\$275	\$242	\$212	\$185.50
2 col. x 16"	\$352	\$310	\$272	\$238

2½ Columns				BEST RATE!
	OPEN RATE	3 MONTHS	5 MONTHS	8 MONTHS
2½ col. x 3"	\$128	\$112	\$98	\$85.75
2½ col. x 4¾"	\$175	\$154	\$136	\$119
2½ col. x 8" ¼ PAGE	\$255	\$224	\$197	\$172.38
2½ col. x 11"	\$316	\$278	\$244	\$213.50
2½ col. x 16" ½ PAGE	\$395	\$336	\$277	\$241.94

FREQUENCY DISCOUNTS	
Open Rate Pricing:	No contract. Advertiser places ad to run one time.
3-Month Discount:	Advertiser contracts to run ad 3 consecutive issues. Ads qualify for 3-month discount rate.
5-Month Discount:	Advertiser contracts to run ad 5 consecutive issues. Ads qualify for 5-month discount rate.
8-Month Discount:	Advertiser contracts to run ad 8 consecutive issues at the 5-month discounted rate. 8TH AD IS FREE!

COLOR CHARGES
Less than ¼ page: \$50; ¼ page to ½ page: \$85; Greater than ½ page: \$120

POLITICAL & NON-PROFIT RATES
Political ads, Non-profits & religious organizations receive a 15% discount

MECHANICAL SPECIFICATIONS	
Web offset printing. Halftones 85 line screen. Photographs minimum 170 dpi. Full page: 10 5/16" wide (5 columns) x 16" high	
2 columns = 4 1/32 inches	2½ columns = 5 1/16 inches
3 columns = 6 1/8 inches	5 columns = 10 5/16 inches

WELLINGTON Neighborhood News



DISTRIBUTION & CIRCULATION

Published the last Wednesday of every month, Wellington Neighborhood News serves communities throughout Wellington with news, happenings, entertainment and more.

9,000 copies are placed in more than 100 locations throughout Wellington and surrounding areas in restaurants, banks, schools, hospitals, offices, apartments and other outlets.

3 Columns				BEST RATE!
	OPEN RATE	3 MONTHS	5 MONTHS	8 MONTHS
3 col. x 3"	\$144	\$127	\$112	\$98
3 col. x 4¾"	\$203	\$179	\$158	\$138.25
3 col. x 8"	\$288	\$253	\$222	\$194.25
3 col. x 11"	\$355	\$312	\$274	\$239.75
3 col. x 16"	\$470	\$414	\$364	\$318.50

5 Columns				BEST RATE!
	OPEN RATE	3 MONTHS	5 MONTHS	8 MONTHS
5 col. x 3"	\$210	\$185	\$163	\$142.63
5 col. x 4¾"	\$287	\$253	\$223	\$195.13
5 col. x 8" ½ PAGE	\$420	\$370	\$326	\$285.25
5 col. x 11"	\$522	\$459	\$404	\$353.50
5 col. x 16" FULL PAGE	\$640	\$563	\$496	\$434

BUSINESS DIRECTORY		
3 months: \$165 (\$55/month)	5 months: \$225 (\$45/month)	8 months: \$280 (\$35/month)
<i>Business Directory contracts are paid in advance</i>		

PRE-PAYMENT DISCOUNT	
SAVE 10%!	Advertisers who pre-pay their contract qualify for an extra 10% discount. <i>Business Directory contracts not included</i>

MULTIPLE PAPER DISCOUNT	
SAVE 15%!	Advertisers who run identical ads in both West Palm's Neighborhood News and Wellington Neighborhood News during the same month will receive an additional 15% discount.

AD PLACEMENT RATES			
SIZE AD	PAGE 2	PAGE 3	BACK PAGE
Half Page	\$21	\$21	\$21
Full Page	\$32	\$32	\$32

Revised 9/09