

2023 PUBLICATION DATES

Deadline / Publication date

PA	NY	TK	MI	OH	FL	EX
<input type="checkbox"/> 12/28 1/6	<input type="checkbox"/> 12/28 1/6	<input type="checkbox"/> 12/28 1/6	<input type="checkbox"/> 12/28 1/3	<input type="checkbox"/> 12/26 1/4	<input type="checkbox"/> 12/26 1/4	
<input type="checkbox"/> 1/4 1/13	<input type="checkbox"/> 1/4 1/13	<input type="checkbox"/> 1/4 1/13	<input type="checkbox"/> 1/4 1/10	<input type="checkbox"/> 1/2 1/11	<input type="checkbox"/> 1/2 1/11	
<input type="checkbox"/> 1/11 1/20	<input type="checkbox"/> 1/11 1/20	<input type="checkbox"/> 1/11 1/20	<input type="checkbox"/> 1/11 1/17	<input type="checkbox"/> 1/9 1/18	<input type="checkbox"/> 1/9 1/18	<input type="checkbox"/> 1/13 1/30
<input type="checkbox"/> 1/18 1/27	<input type="checkbox"/> 1/18 1/27	<input type="checkbox"/> 1/18 1/27	<input type="checkbox"/> 1/18 1/24	<input type="checkbox"/> 1/16 1/25	<input type="checkbox"/> 1/16 1/25	
<input type="checkbox"/> 1/25 2/3	<input type="checkbox"/> 1/25 2/3	<input type="checkbox"/> 1/25 2/3	<input type="checkbox"/> 1/25 1/31	<input type="checkbox"/> 1/23 2/1	<input type="checkbox"/> 1/23 2/1	
<input type="checkbox"/> 2/1 2/10	<input type="checkbox"/> 2/1 2/10	<input type="checkbox"/> 2/1 2/10	<input type="checkbox"/> 2/1 2/7	<input type="checkbox"/> 1/30 2/8	<input type="checkbox"/> 1/30 2/8	
<input type="checkbox"/> 2/8 2/17	<input type="checkbox"/> 2/8 2/17	<input type="checkbox"/> 2/8 2/17	<input type="checkbox"/> 2/8 2/14	<input type="checkbox"/> 2/6 2/15	<input type="checkbox"/> 2/6 2/15	
<input type="checkbox"/> 2/15 2/24	<input type="checkbox"/> 2/15 2/24	<input type="checkbox"/> 2/15 2/24	<input type="checkbox"/> 2/15 2/21	<input type="checkbox"/> 2/13 2/22	<input type="checkbox"/> 2/13 2/22	<input type="checkbox"/> 2/17 3/6
<input type="checkbox"/> *2/21 3/3	<input type="checkbox"/> 2/22 3/3	<input type="checkbox"/> *2/21 3/3	<input type="checkbox"/> 2/22 2/28	<input type="checkbox"/> 2/20 3/1	<input type="checkbox"/> 2/20 3/1	
<input type="checkbox"/> 3/1 3/10	<input type="checkbox"/> 3/1 3/10	<input type="checkbox"/> 3/1 3/10	<input type="checkbox"/> 3/1 3/7	<input type="checkbox"/> 2/27 3/8	<input type="checkbox"/> 2/27 3/8	
<input type="checkbox"/> 3/8 3/17	<input type="checkbox"/> 3/8 3/17	<input type="checkbox"/> 3/8 3/17	<input type="checkbox"/> 3/8 3/14	<input type="checkbox"/> 3/6 3/15	<input type="checkbox"/> 3/6 3/15	
<input type="checkbox"/> 3/15 3/24	<input type="checkbox"/> 3/15 3/24	<input type="checkbox"/> 3/15 3/24	<input type="checkbox"/> 3/15 3/21	<input type="checkbox"/> 3/13 3/22	<input type="checkbox"/> 3/13 3/22	
<input type="checkbox"/> 3/22 3/31	<input type="checkbox"/> 3/22 3/31	<input type="checkbox"/> 3/22 3/31	<input type="checkbox"/> 3/22 3/28	<input type="checkbox"/> 3/20 3/29	<input type="checkbox"/> 3/20 3/29	
<input type="checkbox"/> 3/29 4/7	<input type="checkbox"/> 3/29 4/7	<input type="checkbox"/> 3/29 4/7	<input type="checkbox"/> 3/29 4/4	<input type="checkbox"/> 3/27 4/5	<input type="checkbox"/> 3/27 4/5	
<input type="checkbox"/> *4/4 4/14	<input type="checkbox"/> 4/5 4/14	<input type="checkbox"/> 4/5 4/14	<input type="checkbox"/> 4/5 4/11	<input type="checkbox"/> 4/3 4/12	<input type="checkbox"/> 4/3 4/12	
<input type="checkbox"/> 4/12 4/21	<input type="checkbox"/> 4/12 4/21	<input type="checkbox"/> 4/12 4/21	<input type="checkbox"/> 4/12 4/18	<input type="checkbox"/> 4/10 4/19	<input type="checkbox"/> 4/10 4/19	
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<input type="checkbox"/> 4/26 5/5	<input type="checkbox"/> 4/26 5/5	<input type="checkbox"/> 4/26 5/5	<input type="checkbox"/> 4/26 5/2	<input type="checkbox"/> 4/24 5/3		
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<input type="checkbox"/> *5/16 5/26	<input type="checkbox"/> 5/17 5/26	<input type="checkbox"/> 5/17 5/26	<input type="checkbox"/> 5/17 5/23	<input type="checkbox"/> 5/15 5/24		
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<input type="checkbox"/> 8/30 9/8	<input type="checkbox"/> 8/30 9/8	<input type="checkbox"/> 8/30 9/8	<input type="checkbox"/> 8/30 9/5	<input type="checkbox"/> 8/28 9/6		
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<input type="checkbox"/> 10/4 10/13	<input type="checkbox"/> 10/4 10/13	<input type="checkbox"/> 10/4 10/13	<input type="checkbox"/> 10/4 10/10	<input type="checkbox"/> 10/2 10/11		
<input type="checkbox"/> *10/10 10/20	<input type="checkbox"/> 10/11 10/20	<input type="checkbox"/> 10/11 10/20	<input type="checkbox"/> 10/11 10/17	<input type="checkbox"/> 10/9 10/18	<input type="checkbox"/> 10/9 10/18	
<input type="checkbox"/> 10/18 10/27	<input type="checkbox"/> 10/18 10/27	<input type="checkbox"/> 10/18 10/27	<input type="checkbox"/> 10/18 10/24	<input type="checkbox"/> 10/16 10/25	<input type="checkbox"/> 10/16 10/25	
<input type="checkbox"/> 10/25 11/3	<input type="checkbox"/> 10/25 11/3	<input type="checkbox"/> 10/25 11/3	<input type="checkbox"/> 10/25 10/31	<input type="checkbox"/> 10/23 11/1	<input type="checkbox"/> 10/23 11/1	<input type="checkbox"/> 10/24 11/9
<input type="checkbox"/> 11/1 11/10	<input type="checkbox"/> 11/1 11/10	<input type="checkbox"/> 11/1 11/10	<input type="checkbox"/> 11/1 11/7	<input type="checkbox"/> 10/30 11/8	<input type="checkbox"/> 10/30 11/8	
<input type="checkbox"/> 11/8 11/17	<input type="checkbox"/> 11/8 11/17	<input type="checkbox"/> 11/8 11/17	<input type="checkbox"/> 11/8 11/14	<input type="checkbox"/> 11/6 11/15	<input type="checkbox"/> 11/6 11/15	
<input type="checkbox"/> 11/15 11/24	<input type="checkbox"/> 11/15 11/24	<input type="checkbox"/> 11/15 11/24	<input type="checkbox"/> 11/15 11/21	<input type="checkbox"/> 11/13 11/22	<input type="checkbox"/> 11/13 11/22	
<input type="checkbox"/> *11/21 12/1	<input type="checkbox"/> 11/22 12/1	<input type="checkbox"/> 11/22 12/1	<input type="checkbox"/> *11/21 11/28	<input type="checkbox"/> 11/20 11/29	<input type="checkbox"/> 11/20 11/29	
<input type="checkbox"/> 11/29 12/8	<input type="checkbox"/> 11/29 12/8	<input type="checkbox"/> 11/29 12/8	<input type="checkbox"/> 11/29 12/5	<input type="checkbox"/> 11/27 12/6	<input type="checkbox"/> 11/27 12/6	
<input type="checkbox"/> 12/6 12/15	<input type="checkbox"/> 12/6 12/15	<input type="checkbox"/> 12/6 12/15	<input type="checkbox"/> 12/6 12/12	<input type="checkbox"/> 12/4 12/13	<input type="checkbox"/> 12/4 12/13	
<input type="checkbox"/> 12/13 12/22	<input type="checkbox"/> 12/13 12/22	<input type="checkbox"/> 12/13 12/22	<input type="checkbox"/> 12/13 12/19	<input type="checkbox"/> 12/11 12/20	<input type="checkbox"/> 12/11 12/20	
<input type="checkbox"/> 12/20 12/29	<input type="checkbox"/> 12/20 12/29	<input type="checkbox"/> 12/20 12/29	<input type="checkbox"/> *12/19 12/26	<input type="checkbox"/> 12/18 12/27	<input type="checkbox"/> 12/18 12/27	
<input type="checkbox"/> 12/27 1/5	<input type="checkbox"/> 12/27 1/5	<input type="checkbox"/> 12/27 1/5	<input type="checkbox"/> *12/26 1/2	<input type="checkbox"/> 12/22 1/3	<input type="checkbox"/> 12/22 1/3	

* Early Deadline

*12/29 1/10 *12/29 1/10



2023 Display Ad INSERTION ORDER

Order Number _____

Rep _____ Date Submitted ____/____/____

ADVERTISER INFO

Business Name _____

Contact Name _____

Address _____

City, State, Zip _____

Phone/Fax _____

Email _____

AD INFO

Type: Color BW Ad Title _____

Size: Full V Designer Name (if applicable) _____

1/2 H V

1/4 H* V

2x2 V*

Biz H V*

Ban H* V*

3/8 V*

*classified section only

of times per paper _____

(circle dates on grid)

Frequency: Weekly Bi-weekly Right-hand page

1X/mo. Custom Pre-arranged page # _____

Replacement ad for existing order Auto-Renew

Replacement order for existing order Busy Board on Front Cover

Rotate Ads Busy Board on Back Cover

PAYMENT

Discount (if applicable) _____%

Payment: Please invoice address above

Check # _____

CC confirmation code _____ \$ _____

Visa M/C Discover Other _____

Card# _____ - _____ - _____

Name on card _____

Expiration _____ CVC code (on back) _____



NOTES & DEFINITIONS

Multiple Time Discount Guidelines

In order to enjoy the multiple time rates listed here (2-5 time or 6 time rate), advertiser must schedule specific edition dates and ad size must remain the same for the entire run. Advertiser may send new artwork for each time. If nothing new is received by the deadline, we will re-run from the previous edition. When ads are scheduled one at a time, they receive the 1-time rate.

File Handling Code (circle if applicable)

- **Repeat Unless:** Repeat the same ad for the entire order, unless/ until a new ad file is received.
- **New/Backup:** A new file will be sent for each print run. A "generic backup" ad must be provided in case a new file is not received by the deadline
- **Rotate:** 2 or more ads set to rotate in a set order

Auto Renew

Ads on Auto Renew are printed and invoiced in increments of six. They are automatically repeated until the advertiser contacts us to stop the ad. If an invoice for an "auto renew" ad is overdue, we will stop printing the ad until payment is received.

Ad Title

This is used to reference the correct file. Example: "Backhoe" or "July 3 Auction" or "Spring Seed Sale"

Premium Placement Options

Common requests that we can usually accommodate are: Right-hand page, top of page, etc. We will not print an ad upside down.

Due to the additional handling of special placements, there is a placement fee (minimum of \$10 for business cards and \$20 for all other ads). For up-to-date special placement options, please contact each paper with your specific request.

PRICING & SIZES

All prices shown are **PER TIME**

	B&W	COLOR
Full		
1 time	\$ 280.....	375.00
2-5 times	270.....	365.00
6 or more	250.....	345.00
1/2 (Vert. or Horiz.)		
1 time	175.....	230.00
2-5 times	165.....	220.00
6 or more	145.....	200.00
1/4 Vertical		
1 time	110.00.....	145.00
2-5 times	103.00.....	138.00
6 or more	90.00.....	125.00
Business Card Horiz.		
1 time	50.....	70.00
2-5 times	47.....	
6 or more	44.....	
<hr/>		
2 x 2 Display Ad Classified Section Only		
1-5 times	40	40
6 or more	40	40
Business Card Vert. Classified Section Only		
1-5 times	65.....	85.00
6 or more	60.....	80.00
Banner Ad Horiz. Classified Section Only		
1-5 times	100.....	130.00
6 or more	95.....	125.00
Banner Ad Vert. Classified Section Only		
1-5 times	117.00.....	152.50
6 or more	112.50.....	148.00
1/4 Horiz. Classified Section Only		
1-5 times	127.50.....	166.50
6 or more	107.50.....	146.50
3/8 Vert. Classified Section Only		
1-5 times	152.50.....	200.00
6 or more	132.50.....	180.00

Full Page
7.4 w x 9.6 h

1/2 Page Horizontal
7.4 w x 4.7 h

1/2 Page Vertical
3.6 w x 9.6 h

1/4 Page Vertical
3.6 w x 4.7 h

Business Card
3.5 w x 2 h

Classified Section Only

Banner 7.5 w x 1.5 h

classified section only

Business Card Vertical
2.3 w x 4 h

classified section only

1/4 Page Horizontal
4.8 w x 3.6 h

classified section only

2 x 2 Display
2.3 w x 2 h
classified section only

Banner Vertical

2.3 w x 8.25 h
classified section only

3/8 Page Vertical
4.8 w x 5.9 h

classified section only