



## ADVERTISING RATES

| Ad Size     | Dimensions  | Single Run | Special Section | Internet/<br>Banner Ad   |
|-------------|-------------|------------|-----------------|--|
| 2 col. x 2" | 4" x 2"     | \$37.56    | \$34.00         | Online Classifieds are \$30 per month. E-edition Banner Ads are \$75 for 3 months. |
| 2 col. x 3" | 4" x 3"     | \$56.34    | \$51.00         |  |
| 2 col. x 4" | 4" x 4"     | \$75.12    | \$68.00         |  |
| 3 col. x 2" | 6" x 2"     | \$56.34    | \$51.00         |  |
| 3 col. x 3" | 6" x 3"     | \$84.51    | \$76.50         |  |
| 1/8 Page    | 6" x 3.5"   | \$93.90    | \$89.25         |  |
| 1/6 Page    | 6" x 4.5"   | \$122.07   | \$114.75        |  |
| 1/4 Page    | 6" x 6.5"   | \$183.11   | \$165.75        |  |
| 1/2 Page    | 10" x 7.5"  | \$352.13   | \$318.75        |  |
| Full Page   | 10" x 15.4" | \$727.73   | \$654.50        |  |

*\* To purchase a color position, add an additional \$75 to the prices listed above. Receive a 10% discount per run by purchasing at least two ad placements. These are the most commonly used ad sizes. An ad can be made any height or designed as vertical, or horizontal depending on the needs of the advertiser.*

### Space Reservation

Deadline for finished artwork is Wednesday at noon 8 days before publication.

### Ad Design

Send your own artwork, or have us design it for you at **no extra cost.**

### Payment

New advertisers are asked to pay for their ad the week prior to publication for the first run. Additional runs will be billed after publication.

### Policy

The publisher reserves the right to refuse or discontinue any advertising copy regarded as objectionable.

### Pre-Printed Insert

Your insert can reach our full circulation for only \$45.00 per thousand subscribers. Two samples are required prior to insertion. Inserts must be scheduled thirty days prior to insertion, and must be delivered to the printer fourteen days prior to publication date.

### Contact Information

Eric Seiffert  
Advertising/Marketing Representative  
2620 Lebanon Ave. | Belleville, IL 62221  
**Office: 618-235-9601 ext. 1222**  
**Fax: 618-235-9605**  
**bellevillemessenger.org**

# Special Deals & Packages

Save money and maximize exposure by choosing one of the advertising packages below.

## Regular Run Special

Run one display ad a month for 6 months and save **50%** on any additional ad bought for a special supplement.

## Special Supplement Package

Save **15%** when you run a display ad in the *Easter Greetings*, *Memorial Day*, *Respect Life*, and *Christmas Greetings* special sections.

## Electronic Advertising Package

Save **15%** when purchasing two print display ad runs and either an online classified (30 days minimum run), or a banner ad for the electronic editions (three month minimum run).

## Job Opening Package

Save **15%** when purchasing two print display ad runs and an online classified (30 days minimum run).

***Buy two ad runs, save 10%***