



Advertising Rate

Effective as of: 1 JAN 11

P.O. Box 485
Alden, MN 56009
507-874-3440
editor@aldenadvance.com

The Alden Advance is published every Thursday.

Standard Ads:

\$4.64 per columnar inch for display ads...which means if it's a 2-column ad that is 4 inches long, you take 2 (columns) X 4 (inches long) X \$4.64 = \$37.12.

Column Widths:

1 Column:	2.051"
2 Columns:	4.22"
3 Columns:	6.4"
4 Columns:	8.625"

Line Ads:

\$.28 per word. Pre-payment requested by money order, check or cash in person.

Business and Professional Directory Ads:

Located on the back page of the Alden Advance is \$9.25 per week (2" wide x 2.75" high) with center ad (8.625" wide x 5.625" high) FREE 3 times a year. That's \$104.40 x 3 = \$313.12 free ad space per year!

Deadline:

10 A.M. ON MONDAY for the following Thursday.

Format:

We are a PC-based environment and accept submissions in these programs:

.pdf/Adobe Acrobat
MS Word
MS Publisher

Electronic/emailed images are requested in .jpg format.

*Clear, clean hardcopy originals (no handwriting please) suitable for scanning can be used. Please contact us if you plan to submit hardcopy as a set up fee may apply.

Non-Profit Organization:

Contact us about our programs that can support your organization.

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Thank you for your interest in the Alden Advance!

This Ad is 3 columns
wide 6.4" x 10.00"
Costs:

\$139.20

This Ad is 2 columns
wide 4.22" x 8"
Costs:

\$74.24

This Ad is 3 columns
6.4" x 4"
Costs:

\$55.68

This Ad is 2 columns
wide 4.22" x 4"
Costs:

\$37.12

This Ad is
1 column wide
2" x 3" long
Costs:

\$13.92