

ADVERTISING RATES

The Valley Falls Vindicator & The Oskaloosa Independent

(Note: Sizes are column inches wide x regular inches tall. A column inch is 1.75 inches wide)

Single Paper Display Rates • Ad rate is \$7.50 per column inch

1 COL ADS	2 COL ADS	3 COL ADS	4 COL ADS	5 COL AD	6 COL ADS
1x1 = \$7.50	2x1 = \$15.00	3x1 = \$22.50	4x1 = \$30.00	5x1 = \$37.50	6x1 = \$45.00
1x2 = \$15.00	2x2 = \$30.00	3x2 = \$45.00	4x2 = \$60.00	5x2 = \$75.00	6x2 = \$90.00
1x3 = \$22.50	2x3 = \$45.00	3x3 = \$67.50	4x3 = \$90.00	5x3 = \$112.50	6x3 = \$135.00
1x4 = \$30.00	2x4 = \$60.00	3x4 = \$90.00	4x4 = \$120.00	5x4 = \$150.00	6x4 = \$180.00
1x5 = \$37.50	2x5 = \$75.00	3x5 = \$112.50	4x5 = \$150.00	5x5 = \$187.50	6x5 = \$225.00
1x6 = \$45.00	2x6 = \$90.00	3x6 = \$135.00	4x6 = \$180.00	5x6 = \$225.00	6x6 = \$270.00
1x7 = \$52.50	2x7 = \$105.00	3x7 = \$157.50	4x7 = \$210.00	5x7 = \$262.50	6x7 = \$315.00
1x8 = \$60.00	2x8 = \$120.00	3x8 = \$180.00	4x8 = \$240.00	5x8 = \$300.00	6x8 = \$360.00
1x9 = \$67.50	2x9 = \$135.00	3x9 = \$202.50	4x9 = \$270.00	5x9 = \$337.50	6x9 = \$405.00
1x10 = \$75.00	2x10 = \$150.00	3x10 = \$225.00	4x10 = \$300.00	5x10 = \$375.00	6x10 = \$450.00

1/16 Page = \$ 67.50 (1x9, 2x4½, 3x3, 4x2¼)
 1/8 Page = \$ 135.00 (2x9, 3x6, 4x4½, etc.)
 1/4 Page = \$ 270.00 (3x12, 4x9, 6x6, etc.)
 1/2 Page = \$ 475.50 (6x10½ most common)
 Full Page = \$ 945.00

Combination Display Rates • Ad rate is \$13.00 per column inch

(Ads must be at least 10 column inches)

1 COL ADS	2 COL ADS	3 COL ADS	4 COL ADS	5 COL AD	6 COL ADS
			4x3 = \$156.00	5x2 = \$130.00	6x2 = \$156.00
		3x4 = \$156.00	4x4 = \$208.00	5x3 = \$195.00	6x3 = \$234.00
	2x5 = \$130.00	3x5 = \$195.00	4x5 = \$260.00	5x4 = \$260.00	6x4 = \$312.00
	2x6 = \$156.00	3x6 = \$234.00	4x6 = \$312.00	5x5 = \$325.00	6x5 = \$390.00
	2x7 = \$182.00	3x7 = \$273.00	4x7 = \$364.00	5x6 = \$390.00	6x6 = \$468.00
	2x8 = \$208.00	3x8 = \$312.00	4x8 = \$416.00	5x7 = \$455.00	6x7 = \$546.00
	2x9 = \$234.00	3x9 = \$351.00	4x9 = \$468.00	5x8 = \$520.00	6x8 = \$624.00
1x10 = \$130.00	2x10 = \$260.00	3x10 = \$390.00	4x10 = \$520.00	5x9 = \$585.00	6x9 = \$702.00
				5x10 = \$650.00	6x10 = \$780.00

1/8 Page = \$ 234.00 (2x9, 3x6, 4x4½, etc.)
 1/4 Page = \$ 468.00 (3x12, 4x9, 6x6, etc.)
 1/2 Page = \$ 819.00 (6x10½ most common)
 Full Page = \$1,638.00

Classified Rates • Display Ad rate is \$7.50 per column inch

1 COLUMN ADS	2 COLUMN ADS	3 COLUMN ADS
1x1 = \$7.50	2x1 = \$15.00	3x1 = \$22.50
1x2 = \$15.00	2x2 = \$30.00	3x2 = \$45.00
1x3 = \$22.50	2x3 = \$45.00	3x3 = \$67.50
1x4 = \$30.00	2x4 = \$60.00	3x4 = \$90.00
1x5 = \$37.50	2x5 = \$75.00	3x5 = \$112.50
1x6 = \$45.00	2x6 = \$90.00	3x6 = \$135.00
1x7 = \$52.50	2x7 = \$105.00	3x7 = \$157.50
1x8 = \$60.00	2x8 = \$120.00	3x8 = \$180.00
1x9 = \$67.50	2x9 = \$135.00	3x9 = \$202.50
1x10 = \$75.00	2x10 = \$150.00	3x10 = \$225.00