

SADDLEBAG NOTES



SADDLEBAG NOTES RATES

SaddleBrooke's Newspaper for 26 years

Circulation: all 5,000 Active Adult HHs in SaddleBrooke

SPECIFICATIONS AND RATE INFORMATION

Column Width	Inches
1 Column	1.556
2 Columns	3.222
3 Columns	4.889
4 Columns	6.556
5 Columns	8.222
6 Columns	9.889

We can design an ad size to meet your specific requirements ranging from 1 column to 6 columns wide with a vertical depth from 1" to 21.5". You can also choose standard full page, half page and quarter page ads. Please call to discuss your options. **NOTE:** Because our Full, Half, and Quarter Page sizes are bigger than tabloid size newspaper ads ... please allow us to quote a comparable size ad so you can compare apples to apples.

Full Page: 6 columns by 21.5" (129")
One Half Page: 6 columns by 10.75" or 3 columns by 21.5" (64.5")
One Quarter Page: 3 columns by 10.75" (32.25")

ALL OTHER SIZES: We can design ANY SIZE AD to meet your needs & budget

RATES FOR BLACK & WHITE (PER COLUMN INCH)

Open Rate	\$ 11.75 per column inch
3X	\$ 10.00 per column inch
6X	\$ 8.66 per column inch
12X	\$ 8.09 per column inch

RATES FOR COLOR (PER COLUMN INCH) Add 50% per column inch... approximately:

Open Rate	\$ 17.63 per column inch
3X	\$ 15.00 per column inch
6X	\$ 12.99 per column inch
12X	\$ 12.14 per column inch

ROP RATES (Prices above)

WRAP RATES (includes full color!):

Open Rate: \$750 per full page - OR - \$1,500 for both pages (front & back)
6X/12X Rate: \$675 per full page - OR - \$1,350 for both pages (front & back)

STICK ON NOTES (3.25" X 3.25" w/ printable area of 2.75" x 2.75") **10,000 min @ \$594** (for 2 months SBN) attached to Front Page

FRONT PAGE STRIP 6 columns x 3 inches, includes color (CALL FOR RATES)

PRE-PRINT INSERTS - DESIGN, PRINT & INSERT INTO SADDLEBAG NOTES

- **PRINT & DELIVER** (8.5" x 11" one side / color) **5,000 quantity @ \$300**
- **PRINT EXPRESS** (8.5" X 11" two sides / color) **15,000 min. @ \$525 / \$35 per thousand thereafter**
5,000 into SaddleBag Notes, rest into your selected zip codes