

Ad•Visor

TMC (Total Market Coverage) - A Weekly Consumer Buying Guide *Since 1955*

ADVERTISING DEADLINE:

12:00 pm Mondays

PERSONNEL:

Dale Pluim, Publisher

Luke Perry, Advertising Sales Manager

Karen Pottebaum, Circulation Supervisor

CIRCULATION:

The Ad•Visor boasts Total Market Coverage (TMC) of the following cities and their rural routes:

- Orange City
- Alton
- Hospers
- Sioux Center
- Maurice
- Ireton
- Granville
- Remsen

Giving an unduplicated circulation in the Orange City, IA trade area of more than 9,100 homes.

INSERT RATES:

\$80.00 per thousand

ELECTRONIC FILE REQUIREMENTS:

We will accept electronic files in the following formats: PDF, EPS and TIF. TIF files must be formatted for Macintosh computers.

These files may be emailed to:

design@pluimpublishinginc.com

attn: Ad-Visor Ads

DISPLAY ADVERTISING RATES:

Column Inch Rates:

Black: \$7.75 per col. inch

Color: Additional \$1.00 per col. inch

• DOUBLE FEATURE

AD•VISOR & PHOENIX

Black & White \$10.50 per col. inch

Color: Additional \$2 per col. inch

AD•VISOR & CAPITAL DEMOCRAT

Black & White \$9.50 per col. inch

Color: Additional \$2 per col. inch

• TRIPLE FEATURE

AD•VISOR, PHOENIX & CAPITAL DEMOCRAT

Black & White \$12.50 per col. inch

Color: Additional \$3 per col. inch

ADVERTISING DIMENSIONS:

9 1/2 pica per column width

Full page: 8 col. x 21 1/2 in for a total of 172 col. inches

Front Page: 8 col. x 18in

- 1 col. = 1.5"
- 2 col = 3.125"
- 3 col = 4.75"
- 4 col = 6.375"
- 5 col = 8"
- 6 col = 9.625"
- 7 col = 11.25"
- 8 col = 12.875"

COMMERCIAL CLASSIFIED AD RATES:

\$6.00 for the first 15 words, 50¢ for every 3 words additional
- Minimum of \$4.00

Also - "Super classified" for \$1.00 extra