

• RATE CARD •

ADVERTISE FREE: CALL ANYTIME 866-388-7525



A Team Media Publication

South Louisiana & Southwest
Mississippi's Largest FREE
Classified Paper

Publishing in Our 13th Year!

Consumer's Edge Rates

STANDARD SIZES Black & White Ads	Open	2X	7X	10X	13X
FOR FOUR WEEK RUN					
Full page	\$600.00	\$500.00	\$400.00	\$375.00	\$300.00
				Cost Per Week: 75.00	
3/4 page	520.00	450.00	375.00	350.00	260.00
				Cost Per Week: 65.00	
1/2 page	400.00	350.00	325.00	300.00	200.00
				Cost Per Week: 50.00	
1/4 page	250.00	225.00	210.00	200.00	125.00
				Cost Per Week: 31.25	
1/8 page	150.00	90.00	85.00	80.00	75.00
				Cost Per Week: 18.75	
1/12 page	100.00	80.00	70.00	60.00	50.00
				Cost Per Week: 12.50	
1/16 page	90.00	75.00	60.00	50.00	40.00
				Cost Per Week: 10.00	
Double (2x2)	70.00	55.00	50.00	40.00	30.00
				Cost Per Week: 7.50	
Single (1x1)	40.00	35.00	30.00	25.00	20.00
				Cost Per Week: 5.00	
Double Truck Center Spread w/ Full 4 Color	\$1800.00	1600.00	1400.00	1100.00	900.00
				Cost Per Week: 225.00	

Up Charge - Full 4 Color - \$200 • 2 Spot Color - \$100 • 1 Spot Color - \$50

Contracts and Terms

We offer 2, 4, 7, and 13 Week Contracts in which the ads run consecutively. If a contract is cancelled before term, the cost of the ad will revert to the price for whatever period the ad has run. All contracts must be signed by owner(s). Frequency Discount: Applies to consecutively placed ads only. Does not require advertiser to run the same size ad.

Terms

All accounts are due 30 days from the date of the insertion contract. 1 1/2 percent interest will be added after 30 days, and if not paid in 30 days, The Shopper has the option to refuse any further ads. If an account is placed for collection, all collection fees (and/or) attorney fees, and court costs, will be the responsibility of the customer.

New accounts under \$200.00 must be paid for in advance and a credit application should be filled out for the first run of the display ad for approval.

Premium Positions:

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Consumer's Edge Outside Covers (with color)

1. Top Half (3 1/2col.x5") \$350.00
2. Top Quarter (3 1/2col.x2 1/2") \$300.00
3. 1/12 Page left (29.5Px12P) \$200.00
4. 1/16 Page right (14.5Px18P) \$150.00

Consumer's Edge		FREE!
2	1	
2		
3	4	4
3		
3	4	4

FOUR SEPERATE AREA COVERS: NEW ORLEANS & SOUTHEAST LA, BATON ROUGE, ACADIANA & CENTRAL LA, MISSISSIPPI

Consumer's Edge • 8252 W. El Cajon Dr., Baton Rouge, LA 70815 • 866-388-7525

Distrubted in 30 South Louisiana Parishes & 10 Southwest Mississippi Counties.

Email: adlayout@aol.com

Advertising Agency Commission

A 15 percent commission will be given to Advertising Agencies on all rates for camera ready copy ads supplied by agency. Agencies are fully liable for all charges for advertising placed on behalf of their clients. The 15 percent commission will not be given on accounts which are over 90 days past due.

Issue Deadlines

Each issue is published on Wednesdays, every four weeks. Display ad deadline is one week prior to publication.