

• RATE CARD •



ADVERTISE FREE: Call Anytime 1.866.388.7525

FREE
Pass it On!

your marketplace

1st Year • Number 1 • June 2005

newsondeals.com



Cars



Trucks, Vans, SUVs



Boats pg. 16



Heavy Equipment



RVs pg. 18

STANDARD SIZES	Open	FOR FOUR WEEK RUN				
		2X	4X	7X	13X	
Full page	\$600.00	\$450.00	\$380.00	\$335.00	\$300.00	Cost Per Week: 75.00
3/4 page	520.00	400.00	350.00	325.00	260.00	Cost Per Week: 65.00
1/2 page	400.00	350.00	335.00	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	80.00	75.00	60.00	50.00	40.00	Cost Per Week: 10.00
Double	60.00	55.00	50.00	40.00	30.00	Cost Per Week: 7.50
Single	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

Contracts and Terms

We offer 2x, 4x, 7x, 13x Insertion 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 advertiser.

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.

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.

Up Charge - Full 4 Color - \$100 • 2 Spot Color - \$75 • 1 Spot Color - \$50

Premium Positions: NewsOnDeals.com

OUTSIDE COVERS (with full color)

1. Dominant Cover Position \$700.00
2. Bottom Banner Ad \$200.00
3. Outside Cover Photo Seller Ads \$200.00

INSIDE COVERS (with full color)

1. Full Page (pgs 2, 3 & last 2 inside pgs) \$700.00
2. Half Page (pgs 2, 3 & last 2 inside pgs) \$600.00
3. Full Page (pgs 4, 5 & 3rd, 4th to last pg) \$500.00
4. Half Page (pgs 4, 5 & 3rd, 4th to last pg) \$400.00
5. Quarter Page (any inside cover pg) \$350.00

Issue Deadlines

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

NewsOnDeals.com • 8252 W. El Cajon Dr., Baton Rouge, LA 70815 • 1-866-388-7525

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

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