

Departments and Club Ad rates

Inches/Columns	1	2	3	4	5
1	\$2	\$4	\$6	\$8	\$10
2	\$4	\$8	\$12	\$16	\$20
3	\$6	\$12	\$18	\$24	\$30
4	\$8	\$16	\$24	\$32	\$40
5	\$10	\$20	\$30	\$40	\$50
6	\$12	\$24	\$36	\$48	\$60
7	\$14	\$28	\$42	\$56	\$70
8	\$16	\$32	\$48	\$64	\$80
9	\$18	\$36	\$54	\$72	\$90
10	\$20	\$40	\$60	\$80	\$100
11	\$22	\$44	\$66	\$88	\$110

How to read the ad rate sheet

The page is 11.5 inches high and 5 columns, or 10.25 inches, wide. A column is 2.05 inches wide.

If you want to run a 3 column by 8-inch ad, go to the third column and go down to the 8-inch row, the price would be \$168. All of our ad rates are set to this cost sheet.

The price per column inches are as follow. WSU Departments and Clubs are \$2; Local businesses (Winona, LaCrosse, Rochester -- and the communities in between) are \$7; National ads are \$9.

Specials

For every five ads your business runs - whether purchases in a package or at time-by-time, we'll give you a 10 percent discount on your total bill for the ads.

If you run 10-ads, you'll get two discounts plus we'll throw in the eleventh ad for free. That is 20 percent off of 10 ads and a free ad of equal or lesser value as the biggest ad ran.