

## Local Ad rates

Inches/Columns	1	2	3	4	5
1	\$7	\$14	\$21	\$28	\$35
2	\$14	\$28	\$42	\$56	\$70
3	\$21	\$42	\$63	\$84	\$105
4	\$28	\$56	\$84	\$112	\$140
5	\$35	\$70	\$105	\$140	\$175
6	\$42	\$84	\$126	\$168	\$210
7	\$49	\$98	\$147	\$196	\$245
8	\$56	\$112	\$168	\$224	\$280
9	\$63	\$126	\$189	\$252	\$315
10	\$70	\$140	\$210	\$280	\$350
11	\$77	\$154	\$231	\$308	\$385

### 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 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.