

## National Ad rates

Inches/Columns	1	2	3	4	5
1	\$9	\$18	\$27	\$36	\$45
2	\$18	\$36	\$54	\$72	\$90
3	\$27	\$54	\$81	\$108	\$135
4	\$36	\$72	\$84	\$144	\$180
5	\$45	\$90	\$135	\$180	\$225
6	\$54	\$108	\$162	\$216	\$270
7	\$63	\$126	\$189	\$252	\$315
8	\$72	\$144	\$216	\$288	\$360
9	\$81	\$162	\$243	\$324	\$405
10	\$90	\$180	\$270	\$360	\$450
11	\$99	\$198	\$297	\$396	\$495

### 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.