

# Ad Design ad Pricing Guidelines



PRODUCED IN RED RAIDER COUNTRY

Increase Leads & Sales

Our designer will custom design your ad FREE of charge with your paid ad. We have stock images and clip art that we can use. Send us your logo, photos and information. You can also send a completed ad to us as well.

## REVERSE OUT

Sample Shown  
1 Column x 3"

\$24.00 Black/White  
\$36 Color

Contract Rates  
(Buy for 12 or more issues)

\$21.60 Black/White  
\$32.40 Color

To determine cost, choose column and multiply by inches deep cost on rate card.

- 1 Column = 1.75" wide
- 2 Column = 3.833" wide
- 3 Column = 5.75" wide
- 4 Column = 7.75" wide
- 5 Column = 9.75" wide



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Attract More Customers!

This sample is 2 column x 4"

2 Column x 4" = \$64.00 for black & white or \$57.60 for contract (12 or more)

2 Column x 4" = \$96.00 for color or \$86.40 for contract (12 or more)

Do you want to use your logo or photos?

Email them to [lafischer@pulaskischools.org](mailto:lafischer@pulaskischools.org) and we will add your images in an ad for you.

Buy for 12 or more issues and receive a 10% discount

Get Noticed!

## Advertise in the Pulaski News

Promote Your Business!

# MAKE A BIG IMPRESSION!

## Your Services, Products or Business Here!

Send us your logo, photos and information and let us create a **professional ad customized just for YOU.**

Sample Shown  
4 Column x 5"

\$160.00 Black/White  
\$240.00 Color

Call 920.822.6800 to give your business a BOOST!

## Your Ad Goes Here

- ✓FREE ad consultation
- ✓FREE ad design
- ✓Exposure to Thousands of Subscribers
- ✓Great shelf life of your ad

Sample Shown  
3 Column x 3"

\$72.00 Black/White  
\$64.80 Contract Rate

## Business Card Ad

This sample is 2 column x 2"

2 Column x 2" = \$32.00 for black & white or \$28.80 for contract (12 or more)

2 Column x 2" = \$48.00 for color or \$43.20 for contract (12 or more)

Call the Pulaski News at 920-822-6800