

the HINESBURG Record

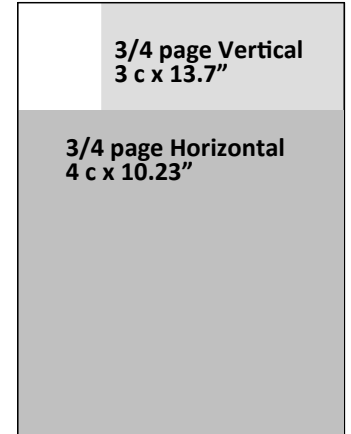
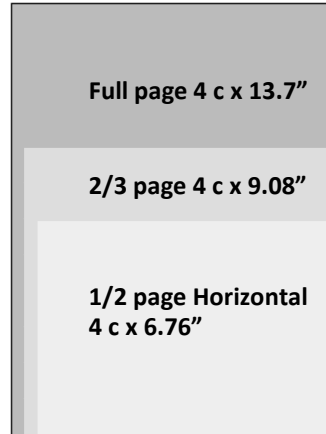
Kristin Wahner, Advertising Coordinator
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Email NEWS to news@hinesburgrecord.org

The Hinesburg Record is an independent, non-profit community newspaper run by volunteers. Publishing 10 times per year, it is mailed to 2100 Hinesburg households, over 50 paid subscribers and is delivered to surrounding communities for a total circulation of 3000. The paper is 11.25" wide x 15" long and has a four-column format tabloid with an image size of 10.25" x 13.7" and averages 24 pages.

Publication Schedule for 2020:

<u>Publication date</u>	<u>Deadline</u>
January 30	January 16
February 27	February 13
March 26	March 12
April 30	April 16
May 28	May 14
June 25	June 11
August 27	August 13
September 24	September 10
October 29	October 15
November 27	November 12
January 28, 2021	January 14, 2021



Standard Advertising Rates

The rate is \$7.75 / column inch

1 column = 2.44"; 2 columns = 5.04"

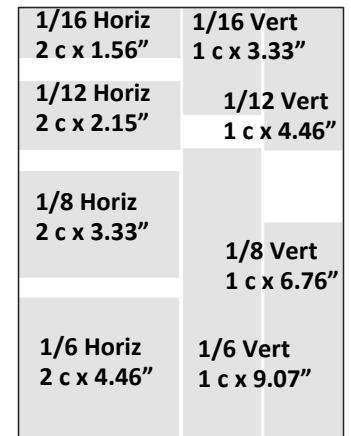
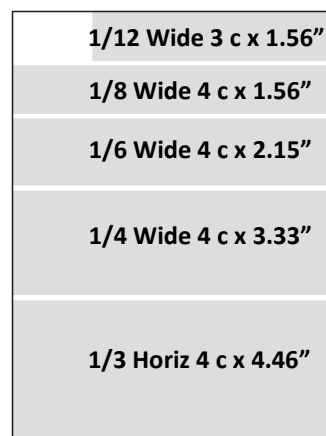
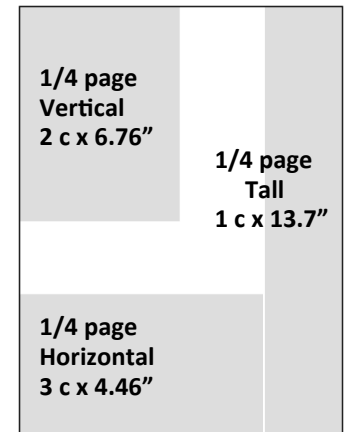
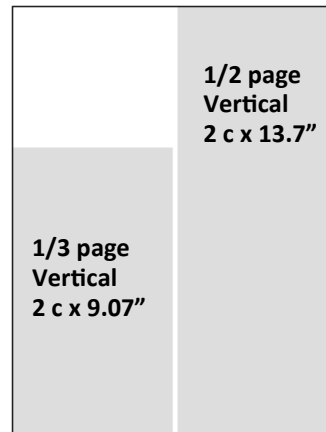
3 columns = 7.65"; 4 columns = 10.25"

	Black & White	+ Color
Full page	\$375.00	\$50
3/4 page	\$315.00	\$50
2/3 page	\$280.00	\$50
1/2 page	\$200.00	\$50
1/3 page	\$138.00	\$50
1/4 page	\$104.00	\$50
1/6 page	\$ 69.00	\$29
1/8 page	\$ 50.00	\$19
1/12 page	\$ 33.00	\$11
1/16 page	\$ 24.00	\$ 7

Inserts: Full run (3000 pieces) \$175.00

Inserts must be delivered to the publisher by client. If insert weighs more than one ounce, call for additional charges.

Classifieds \$0.15 / word, minimum \$3.00, must be prepaid.



Multiple Insertion Discounts

5 issue advertising contract	3%	with <u>prepayment</u>	8%
10 issue advertising contract	8%	with <u>prepayment</u>	15%

No discounts on color rate.

PREPAID contract MUST be paid in full prior to the first ad run in the contract period to receive the discount.

Payment

Accounts are billed on the date of publication. A payment received by the date of publication is considered prepaid and the discount for prepayment will be applied. Payment is by cash or check only.