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# *the* HINESBURG Record

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## Ad rates for 2022

for more information contact

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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 9.875" wide x 12.125" high and has a four-column format tabloid and averages 24 pages.

Below are our rates and on the following pages you will see the various actual ad sizes, shown roughly in the locations that such an ad would run (toward the outside and bottom of each spread).

### Standard Advertising Rates

1 column = 2.375"; 2 columns = 4.875"  
3 columns = 7.375"; 4 columns = 9.875"

	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	\$ 52.00	\$ 19
1/12 page	\$ 34.50	\$ 11
1/16 page	\$ 26.00	\$ 7

Inserts: full run (2500 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 ad contract	3%
5 issue ad contract with prepayment	8%
10 issue ad contract	8%
10 issue ad contract with prepayment	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.

**SMALL ADS**  
LESS THAN 1/6 PAGE

**1/12 PAGE**  
1COL X 4IN

**1/16 PAGE**  
1COL X 3IN

**1/16 PAGE**  
2COL X 1.4IN

**1/12 PAGE**  
2COL X 1.9IN

**1/8 PAGE**  
1COL X 6IN

**1/8 PAGE**  
2COL X 3IN

**MEDIUM ADS**  
MORE THAN 1/8 PAGE AND LESS THAN 1/2 PAGE

**1/6 PAGE**  
1COL X 8IN

**1/6 PAGE**  
2COL X 4IN

**1/6 PAGE**  
4COL X 1.9IN

	<b>MEDIUM ADS</b> MORE THAN 1/8 PAGE AND LESS THAN 1/2 PAGE		
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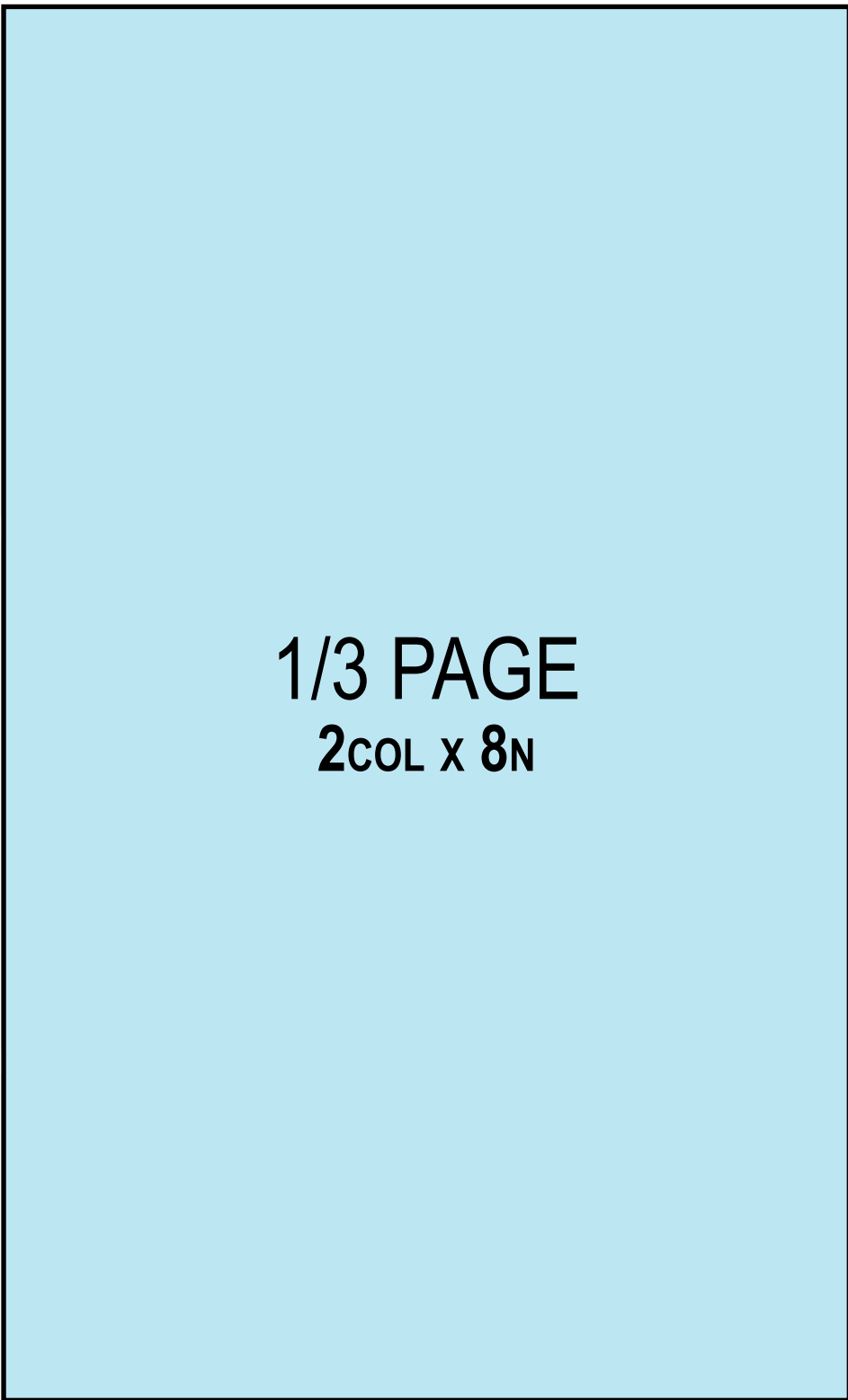
**1/4 PAGE**  
2COL X 6N


**1/4 PAGE**  
4COL X 3IN

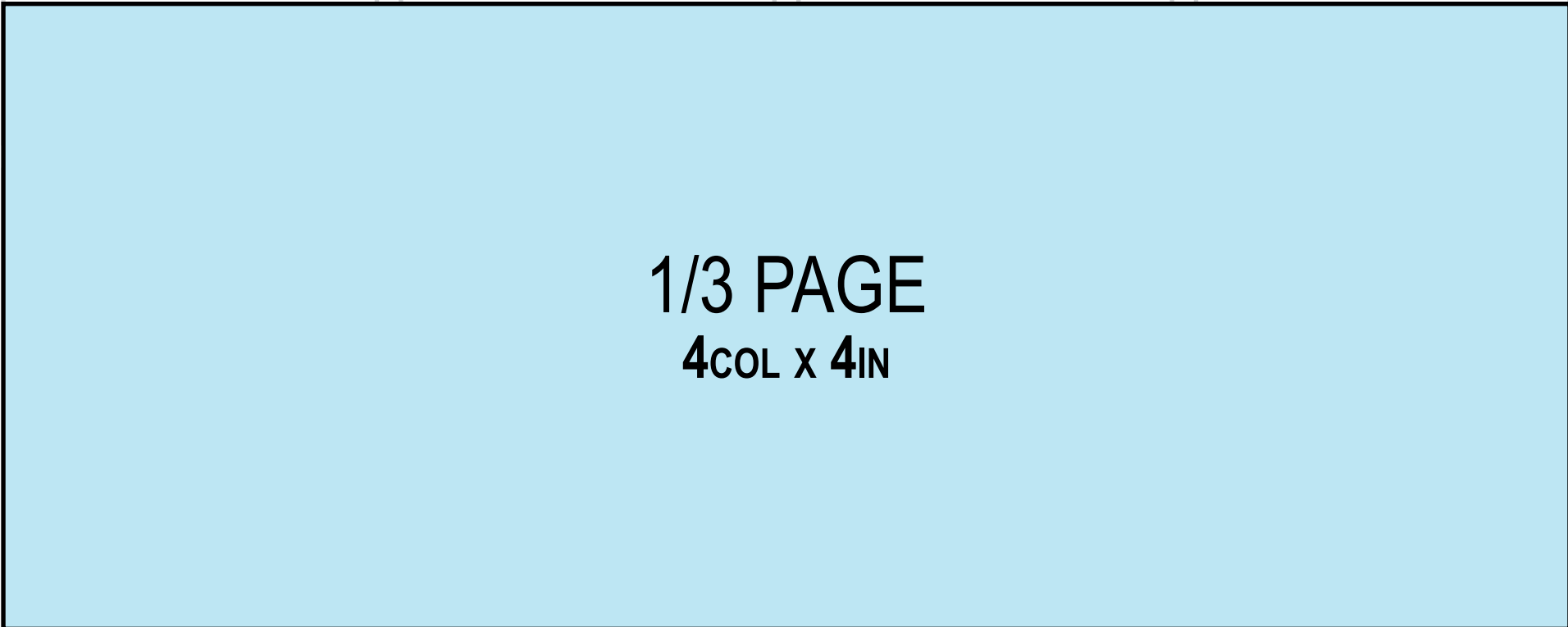
	<b>MEDIUM AD</b> MORE THAN 1/8 PAGE AND LESS THAN 1/2 PAGE	
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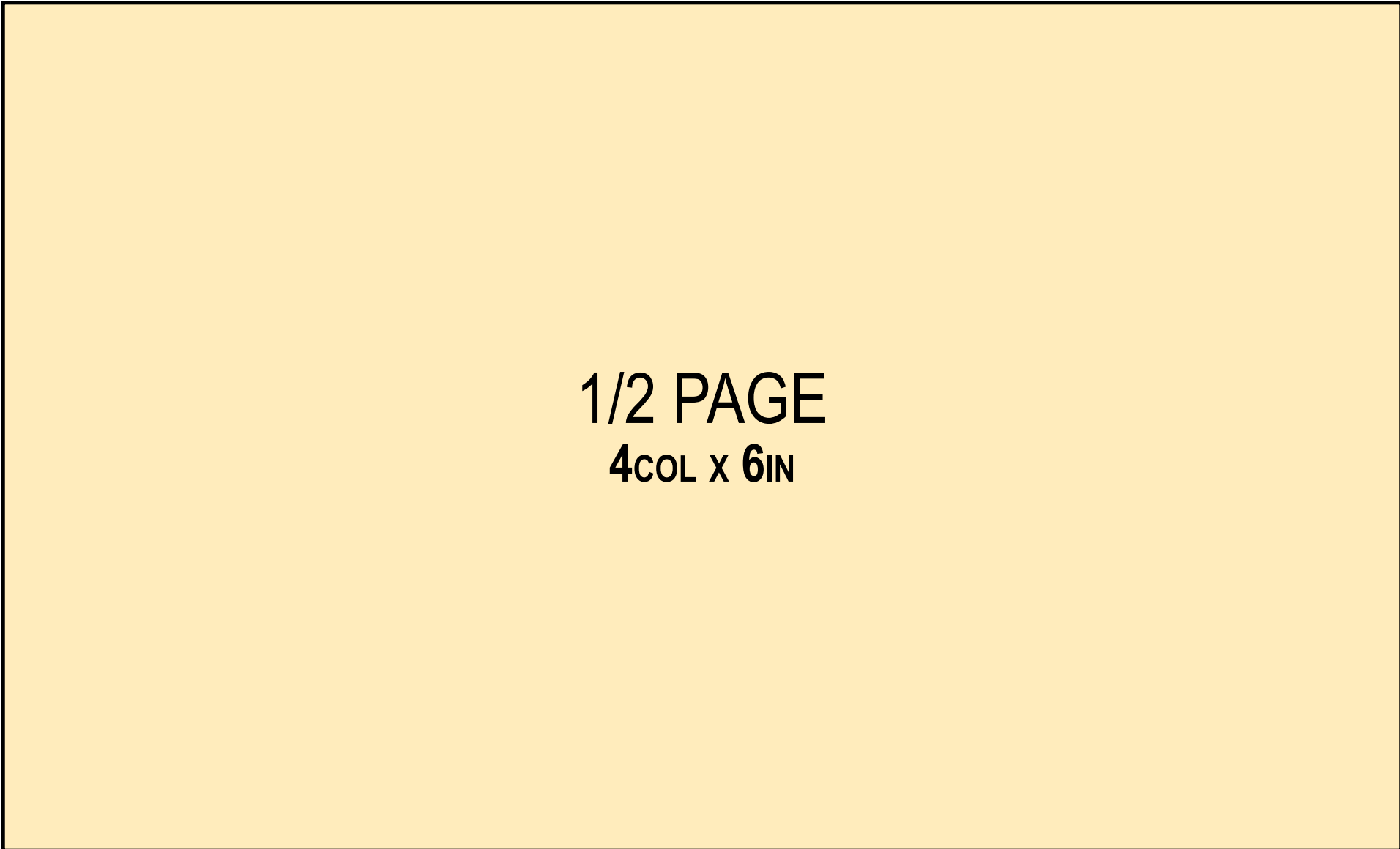
**1/4 PAGE**  
1COL X 12.125IN



<p><b>MEDIUM ADS</b>          MORE THAN 1/8 PAGE          AND LESS THAN 1/2 PAGE</p>	



	<p><b>LARGE AD</b>          MORE THAN 1/3 PAGE</p>		

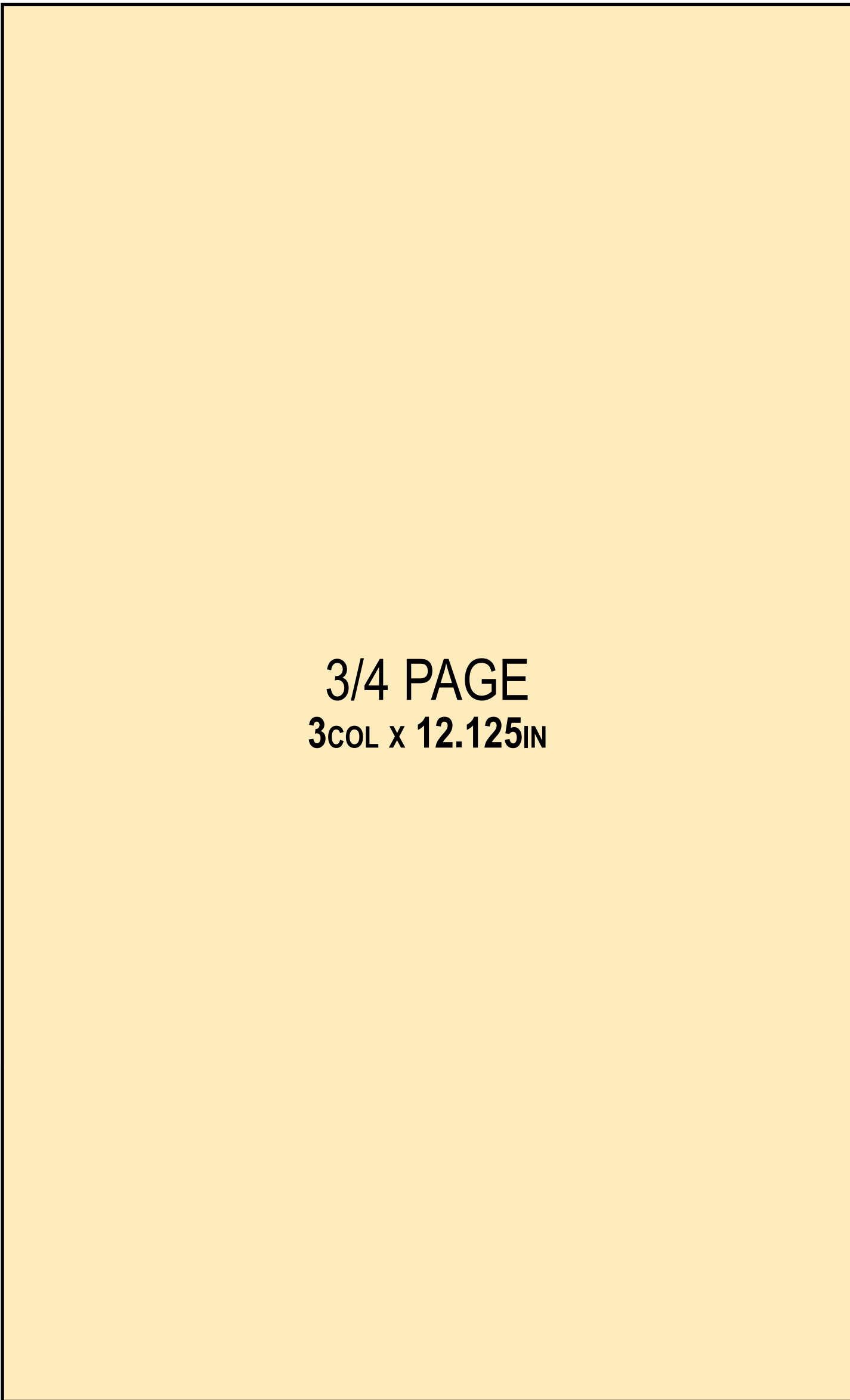


**1/2 PAGE**  
**2COL X 12.125IN**

**LARGE AD**  
**MORE THAN 1/3 PAGE**

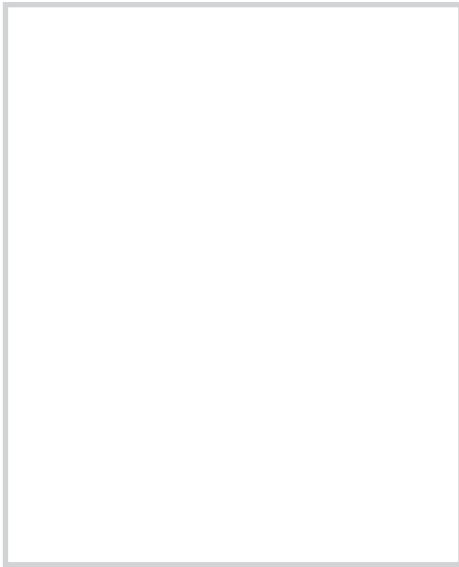
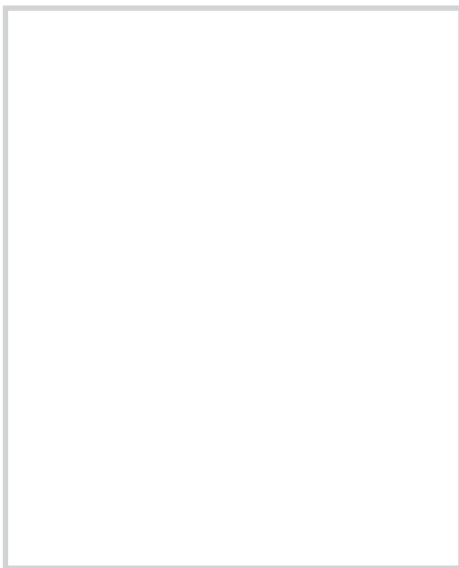
**LARGE AD**  
**MORE THAN 1/3 PAGE**

**2/3 PAGE**  
**4COL X 8IN**

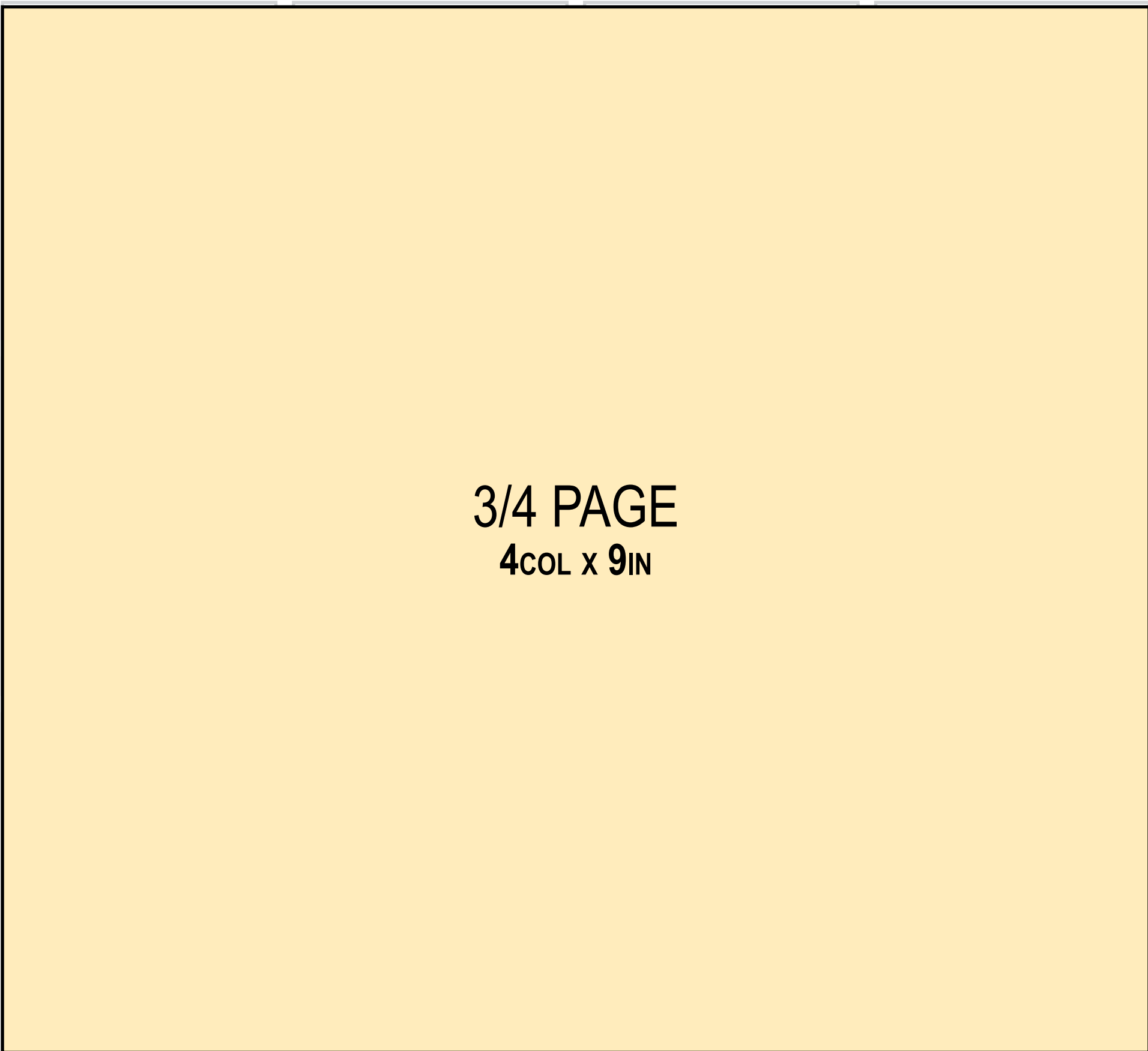
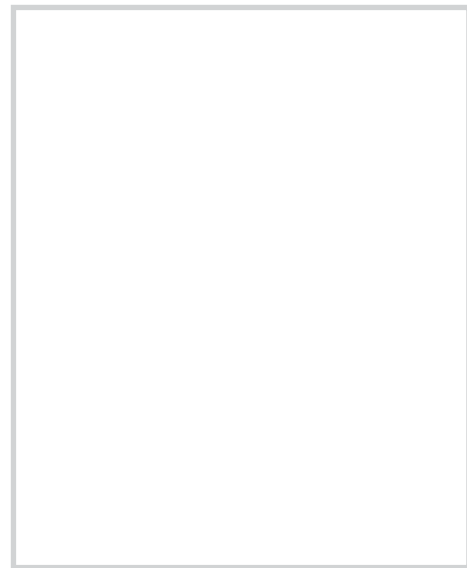


**3/4 PAGE**  
**3COL X 12.125IN**

**LARGE AD**  
**MORE THAN**  
**1/3 PAGE**



**LARGE AD**  
**MORE THAN 1/3 PAGE**



**3/4 PAGE**  
**4COL X 9IN**

**LARGE AD**  
**MORE THAN 1/3 PAGE**

**FULL PAGE**  
**4COL X 12.125IN**