

# Rate Sheet #DR81

FOR DISPLAY ADVERTISING

GIVING THE VILLAGE ITS VOICE

VILLAGE VOICE PUBLISHING, LTD

Column Inch	Possible Size	1x	3x	6x	12x	
2	1 column x 2 inches	\$ 61	\$ 56	\$ 51	\$ 46	
2.5	1 column x 2.5 inches	\$ 72	\$ 67	\$ 62	\$ 57	
3	1 column x 3 inches	\$ 83	\$ 77	\$ 71	\$ 65	
4	1 column x 4 inches	\$ 101	\$ 95	\$ 88	\$ 83	
4.5	3 column x 1.5 inches	\$ 111	\$ 103	\$ 97	\$ 90	
5	1 column x 5 inches 2 column x 2.5 inches	\$ 121	\$ 113	\$ 105	\$ 97	
6	1 column x 6 inches 2 column x 3 inches 3 column x 2 inches	\$ 134	\$ 126	\$ 118	\$ 110	
8	1 column x 8 inches 2 column x 4 inches	\$ 167	\$ 159	\$ 151	\$ 143	<b>1/4 page</b>
9	3 column x 3 inches	\$ 180	\$ 172	\$ 164	\$ 156	
10	1 column x 10 inches 2 column x 5 inches	\$ 193	\$ 185	\$ 177	\$ 169	
12	2 column x 6 inches 3 column x 4 inches	\$ 220	\$ 210	\$ 200	\$ 190	
14	2 column x 7 inches	\$ 255	\$ 245	\$ 233	\$ 221	
15	2 column x 7.5 inches 3 column x 5 inches	\$ 263	\$ 253	\$ 243	\$ 233	<b>1/2 page</b>
16	2 column x 8 inches	\$ 282	\$ 272	\$ 262	\$ 252	
20	2 column x 10 inches	\$ 325	\$ 315	\$ 305	\$ 295	
30	3 column x 10 inches	\$ 430	\$ 420	\$ 410	\$ 400	<b>full page</b>

**Other fees:** Spot color: + \$40; Full color: + \$75; Ads designed by our staff (not including minor changes): + \$25.

**Deadlines:** Ad reservations, color requests, size changes, and re-design by our staff = 8th of the month.  
 Minor content (specials) changes by our staff = 12th of the month.  
 Advertisements submitted electronically (as PDFs) = 18th of the month.