

# The Valley Reporter

## Display advertising

The Valley Reporter is a 5-column tabloid size weekly publication publishing every Thursday. Columns are approximately 2" wide. Maximum page height is 15.5".

Our Open Rate for black & white display advertising is \$8.90/column inch.

Color is a flat \$50/ad.

Special small-ad color pricing is available. \$16 for 2col X 2"; \$24 for 2col X 3"; \$32 for 2col X 4".

Below are some popular example sizes and costs.

1column X 4": \$35.60 (\$51.60 color)  
1column X 6": \$53.40 (\$77.40 color)

2column X 2": \$35.60 (\$51.60 color)  
2column X 3": \$53.40 (\$77.40 color)  
2column X 5": \$89.00 (\$139.00 color) *eighth-page*  
2column X 6": \$106.80 (\$156.80 color)  
2column X 15.5": \$275.90 (\$325.90 color)

3column X 3": \$80.10 (\$116.10 color)  
3column X 4": \$106.80 (\$156.80 color)  
3column X 6.5": \$173.55 (\$223.55 color) *quarter-page*  
3column X 15.5": \$413.85 (\$463.85 color) *half-page*

5column X 2": \$89.00 (\$139.00 color) *eighth-page flat*  
5column X 5": \$222.50 (\$272.50 color)  
5column X 7.75": \$344.88 (\$394.88 color) *half-page*  
5column X 15.5": \$689.75 (\$739.75 color) *full-page*

The Valley Reporter provides design and layout at no cost for ads appearing in the paper.

**Deadlines: Fridays for space reservations and for design.**

