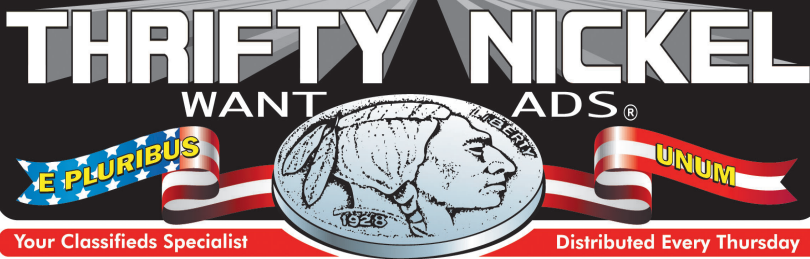


ADVERTISE IT IN YOUR DYNAMIC.....



Your Classifieds Specialist

Distributed Every Thursday

COMMERCIAL ADVERTISING RATES

1211 WSW LOOP 323 • TYLER, TEXAS

903-597-2516 FAX 903-597-8726

RATES BY AD SIZE	1-3 WEEKS	4-13 WEEKS	14-26 WEEKS	27-52 WEEKS
6"	\$80.10	\$76.20	\$72.30	\$68.40
8"	\$106.80	\$101.60	\$96.40	\$91.20
9"	\$120.15	\$114.30	\$108.45	\$102.60
10"	\$133.50	\$127.00	\$120.50	\$114.00
12"	\$160.20	\$152.40	\$144.60	\$136.80
17"	\$203.20	\$192.80	\$182.40	\$172.00
18"	\$228.60	\$216.90	\$205.20	\$193.50
21"	\$266.70	\$253.05	\$239.40	\$225.75
24"	\$304.80	\$289.20	\$273.60	\$258.00
28"	\$355.60	\$337.40	\$319.20	\$301.00
Qtr Page 34"	\$409.70	\$387.60	\$365.50	\$343.40
40"	\$482.00	\$456.00	\$430.00	\$404.00
56"	\$674.80	\$638.40	\$602.00	\$565.60
Half Page 68"	\$775.20	\$731.00	\$686.80	\$642.60
Full Page 136"	\$1,550.40	\$1,462.00	\$1,373.60	\$1,285.20

PRICE PER COLUMN INCH	1-3 WEEKS	4-13 WEEKS	14-26 WEEKS	27-52 WEEKS
57" to 128"	\$11.40....\$10.75...	\$10.10	\$9.45	
29" to 56"	\$12.05....\$11.40...	\$10.75 ...	\$10.10	
15" to 28"	\$12.70....\$12.05...	\$11.40 ...	\$10.75	
4" to 14"	\$13.35....\$12.70...	\$12.05 ...	\$11.40	
1" to 3"	\$14.00....\$13.35...	\$12.70 ...	\$12.05	

*15% PCI Discounts for spot color and black and white

COMMERCIAL READER RATES

FIRST 10 WORDS \$9
ADDITIONAL WORDS 20¢ EACH

BOLD WORDS 25¢ EACH	CENTER ENTIRE AD \$3.50 EACH
REVERSE \$3.00 PER AD	BORDERS \$3.50 EACH

COLOR ADS \$3.50 EACH
YOUR CHOICE OF 1 COLOR IN AD
BLUE, HOT PINK, YELLOW, GREEN, RED

CLASSIFIED PACKAGES

TWENTY, 15 WORD ADS
\$115 PER WEEK

FIFTEEN, 15 WORD ADS
\$90 PER WEEK

TEN, 15 WORD ADS
\$62 PER WEEK

FIVE, 15 WORD ADS
\$33 PER WEEK

RESERVED PRIME PAGE RATES

Ads Include Brilliant Full Color

FRONT & BACK OF PAPER

Front 66"	6x11	\$825
Front 14"	2x7	\$250
Front 9"	4x2.25	\$280
Front 8"	8x1	\$250
Front 3"	3x1	\$100
Back Page	8full	\$1325

Prime Pages 2-5 20% Premium

FIRST PAGE OF MOTORCADE

Front 66"	6x11	\$600
Front 20"	2x10	\$225
Front 20"	8x2.25	\$225

ASK ABOUT INTERNET ADVERTISING RATES!!
WWW.THRIFTYNICKEL.COM

NATIONAL COLOR CHARGES

Ad Size	Spot	4 Color
1" - 24"	\$48 Flat	\$96 Flat
24" - 96"	\$1.50 PCI	\$2.00 PCI
Over 96"	\$144 Flat	\$192 Flat

DOUBLE TRUCK/GUTTER JUMP

BW.....	\$1,805
Spot Color	\$2,125
Full Color.....	\$2,500

INSERTS (DISTRIBUTION ONLY)

Quantity	Rate
10,000 to 24,999	\$45/M
25,000 to 49,999	\$40/M
50,000+	\$35/M

- Minimum of 10,000 Pieces Per Distribution Date
- Prices subject to change without notice

DEADLINE: Inserts must arrive 1 week prior to insertion

BUSINESS & SERVICE

4 Weeks.....\$75

8 Weeks.....\$99
Includes one (1) line ad in paper

12 Weeks.....\$128
Includes two (2) line ads in paper

(4 Week Minimum 25 Words or Less)
Additional Charges:

Art (each item).....\$7Extra

Additional words over 25.....25¢Ea

Color.....\$25Extra

ADVERTISING DEADLINES

ADS GOING TO OTHER PUBLICATIONS (NATIONALS)
2 PM Friday before publication

COMMERCIAL ADS FOR TYLER
2 PM Tuesday before publication

NEW BUSINESS & SERVICE ADS
2 PM Tuesday before publication

Deadlines Subject To Change To Accommodate Holiday Schedules

MECHANICAL DIMENSIONS

Column(s)	Pica	Inch Decimal
1 col.	7p2.5	1.20
2 col.	14p9	2.46
3 col.	22p3.5	3.72
4 col.	29p10	4.97
5 col.	37p4.5	6.23
6 col.	44p11	7.49
7 col.	52p5.5	8.74
8 col.	60p	10.00

Maximum ad height - 17.00 in (102 pica)

Full double truck - 17 columns
(2 x 60 pica pages, 6 pica gutter) 126 pica 21 inches