

**The ALLEGHANY NEWS  
SPARTA, NC  
AD SIZE & OPEN RATE INFORMATION 2012**

<b>Size</b>	<b>Column Inches</b>	<b>Price</b>
Full page	129 col. in (6 X 21.5)	\$748.20
3/4 page	97.5 col. in.(5 X 19.5) or 6X16.25	\$565.50
1/2 page	64.5 col. in.(6X10.75 or 3 X 21.5)	\$374.10
1/4 page	32.25 col. in. (3X10.75)	\$187.05
1/8 page	16.5 col. in.(3X5.5)	\$95.70
10 in ad	10 col. in. (2X5)	\$58.00

*Note: Col inches in parenthesis denote the number of columns across and the number of inches in depth to determine total column inches. Prices do **NOT** reflect color other than black of course. Add \$100.00 extra for one color, \$150.00 for 2 colors, and \$200.00 for full color. All rates quoted are net to newspaper. Deadline for all advertising is Monday by 1:00 pm for that week's issue.*

*OPEN RATE \$5.80 per column inch net  
Contract rates available upon approval*