

Sneak Preview

Ashland's News & Review

2018 RATE & INFORMATION SHEET

15,200 copies once a month

(including 13,200 DIRECT MAILED to every house and business in Ashland; with an additional 2,000 on the stands - the most read newspaper in Ashland!)

2018 DISPLAY AD RATES

NOTE: EACH PRICE IS THE COST OF AN AD FOR ONE MONTH

Ad size	B&W 6x/year	Color 6x/year	B&W 12x/year	Color 12x/year
1/16	\$75	\$109	\$70	\$104
1/8	\$102	\$143	\$95	\$136
3/16	\$146	\$199	\$138	\$192
1/4	\$189	\$265	\$178	\$254
3/8	\$281	\$361	\$261	\$341
1/2	Note: Ads this size are automatically given the 12x contract rate.		\$334	\$435
3/4			\$484	\$621
Full			\$503	\$640
Back			\$701	\$838

2018 PUBLISHING DATES

NOTE: DEADLINE FOR ADS IS ONE WEEK BEFORE THE PUBLISHING DATE

	Publishing Date	Deadline for ad copy
JANUARY 2018:	JANUARY 5	Dec. 29, 2017
("Best of Ashland," Part I)		
FEBRUARY 2018:	FEBRUARY 2	Jan. 26
("Best of Ashland," Part II)		
MARCH 2018:	MARCH 2	Feb. 23
APRIL 2018:	APR 1 (in mail Mar. 30)	Mar. 23
MAY 2018:	MAY 1 (in mail Apr. 27)	Apr. 20
JUNE 2018:	JUNE 1	May 25
JULY 2018:	JULY 1 (in mail Jun. 29)	June 22
AUGUST 2018:	AUG. 1 (in mail Jul. 27)	July 20
SEPTEMBER 2018:	SEP. 1 (in mail Aug. 31)	Aug. 24
OCTOBER 2018:	OCT. 1 (in mail Sep 28)	Sep. 21
NOVEMBER 2018:	NOV. 1 (in mail Oct. 26)	Oct. 19
DECEMBER 2018:	DEC. 1 (in mail Nov. 24)	Nov. 16

DEADLINE FOR ADS: ONE WEEK BEFORE THE PUBLISHING DATE

AD SIZES

1/16 Horizontal:	4.75" x 1.675" high
1/16 Vertical:	2.25" x 3.25" high
1/8 Horizontal:	4.75" x 3.25" high
1/8 Vertical:	3.125" x 4.875"
1/8 One Column:	2.25" x 6.75" high
3/16 square:	4.75" x 4.875" high
3/16 One Column:	2.25" x 10.25" high
1/4 Horizontal:	6.375" x 4.875"
1/4 Vertical:	4.75" x 6.75" high
1/4 One Column:	2.25" x 13.75" high
3/8 Three Column:	7.25" x 6.75" high
1/2 Two Column:	4.75" x 13.75" high
1/2 Three Column:	7.25" x 8.75" high
1/2 Four Column:	9.75" x 6.75" high
3/4 Three Column:	7.25" x 13.75" high
Full Page:	9.75" x 13.75" high

COLOR:

The color charges have already been entered into the price of the color ad in the "2018 Display Ad Rates" above. All color ads will be placed on glossy pages, adding to the professional, magazine-quality look of the Sneak Preview.

Please send ads electronically, preferably as a PDF, although we can work with JPEGs and TIFFs.

Call Curtis Hayden at 541-482-0368 or Ryan Marks at 541-941-6107
sneakpre@mind.net • www.sneakpre.com • And like us on Facebook!