

Sneak Preview

Ashland's News & Review

2017 RATE & INFORMATION SHEET

15,000 copies once a month

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

2017 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

2017 PUBLISHING DATES

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

	Publishing Date	Deadline for ad copy
JANUARY 2017:	JANUARY 6	Dec. 31, 2016
("Best of Ashland," Part I)		
FEBRUARY 2017:	FEBRUARY 3	Jan. 27
("Best of Ashland," Part II)		
MARCH 2017:	MARCH 3	Feb. 24
APRIL 2017:	APR 1 (in mail Mar. 31)	Mar. 24
MAY 2017:	MAY 1 (in mail Apr. 28)	Apr. 21
JUNE 2017:	JUNE 2	May 26
JULY 2017:	JULY 1 (in mail Jun. 30)	June 23
AUGUST 2017:	AUG. 1 (in mail Jul. 28)	Jul. 21
SEPTEMBER 2017:	SEPT. 1	Aug. 25
OCTOBER 2017:	OCT. 1 (in mail Sep 29)	Sep. 22
NOVEMBER 2017:	NOV. 1 (in mail Oct. 27)	Oct. 20
DECEMBER 2017:	DEC. 1 (in mail Nov. 24)	Nov. 17

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 "2017 Display Ad Rates" above. All color ads will be placed on glossy pages, adding to the professional, magazine-quality look of the Sneak Preview.

INSERTING RATES:

- One sheet (under .2 ounce): \$70/1000
- .2 ounce or above: An extra \$3/1000 for every tenth of an ounce over .2 ounce

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

For advertising information, call Curtis Hayden at 541-482-0368
sneakpre@mind.net • www.sneakpre.com • And like us on Facebook!