

**Display advertising costs are by column inch. The Sergeant Bluff Advocate is a 5 column newspaper and charges \$6.00 per column inch.**

**Full Page - 5 Column Display Ad (10.0"x 15.62")**

**Black & White Cost: \$450.00 or Color Cost: \$514.86**

**1/2 Page - 5 Column Display Ad (10.0"x 7.5")**

**Black & White Cost: \$225.00 or Color Cost: \$257.43**

**1/4 Page - 3 Column Display Ad (5.9333"x 7.0")**

**Black & White Cost: \$126.00**

**Color Cost: \$144.16**

**2 Column Display Ad (3.9"x 6.0")**

**Black & White Cost: \$72.00**

**Color Cost: \$82.38**

**2 Column Display Ad (3.9"x 5.0")**

**Black & White Cost: \$60.00**

**Color Cost: \$68.65**

**2 Column Display Ad (3.9"x 4.0")**

**Black & White Cost: \$48.00**

**Color Cost: \$54.92**

**2 Column Display Ad (3.9"x 3.0")**

**Black & White Cost: \$36.00**

**Color Cost: \$41.19**

**2 Column Display Ad (3.9"x 2.0")**

**Black & White Cost: \$24.00**

**Color Cost: \$27.46**

**Business Directory (Per Week)**

**1 Slot...\$8.00**

**Double Slot...\$16.00**

**2.4"x 0.9"**

**Some things to consider when deciding how large your ad should be...**

1. **The amount of information in the ad** (This includes text, graphics, logos and products or services)
2. **Your budget** for placing the ad (Sometimes it's better to run a smaller ad for several weeks)
3. **Practice "Flighting"**: This is where an advertiser runs the ad for 2-4 weeks. Stops for a month. Runs the ad 2-4 weeks again.

**Not sure what information to place in your advertisement or, how to design it?**

Included with your purchase, all display advertising layout and design is free. We will work with you to make sure your ad is eye catching and the ad won't run until you are satisfied and give us the OK.

**Have your own ad ready for insertion? Use the information below for best results.**

**Artwork Submission Information**

\*PDF (Portable Document Format) **PREFERRED FORMAT**

\*TIFF (Tagged-Image) format

\*PhotoShop 5.5 or above PSD format

\*EPS (Encapsulated Postscript) format

\*JPEG format

Minimum (dpi) requirements: **200 dpi**

All COLOR display advertising: CMYK

Send artwork to: [tim@sgtbluffadvocate.com](mailto:tim@sgtbluffadvocate.com)

Additional information: [www.sgtbluffadvocates.com](http://www.sgtbluffadvocates.com)

**The Sergeant Bluff Advocate also has website advertising available!**

Below are sizes and cost per month (30 days) to run a digital ad on our website:

300x250 - ROS ... \$150.00

300x400 - ROS ... \$175.00

300x600 - ROS ... \$200.00

Banner Ad- 728x90 - ROS ... \$150.00

(Digital ads are sized to industry standards)

Visit our website to see digital ads in action.

[www.sergeantbluffadvocates.com](http://www.sergeantbluffadvocates.com)