

# The Sergeant Bluff Advocate

Pioneer Plaza  
 204 1st Street, STE.103  
 Sergeant Bluff, Iowa 51054  
 (FAX) 712-943-4606 (PH) 712-943-2583  
[sbadvocate@sb-advocate.com](mailto:sbadvocate@sb-advocate.com)

\$6.00 per Column Inch (Columns x Inches)(Column=11.19 picas/1.8667") (As Of May 30, 2024)

C	B&W	Color	C	B&W	Color	C	B&W	Color	C	B&W	Color	C	B&W	Color
1 x 1"	\$6.00	\$6.86	2 x 1"	\$12.00	\$13.73	3 x 1"	\$18.00	\$20.59	4 x 1"	\$24.00	\$27.46	5 x 1"	\$30.00	\$34.32
1 x 2	\$12.00	\$13.73	2 x 2	\$24.00	\$27.46	3 x 2	\$36.00	\$41.19	4 x 2	\$48.00	\$54.92	5 x 2	\$60.00	\$68.65
1 x 3	\$18.00	\$20.59	2 x 3	\$36.00	\$41.19	3 x 3	\$54.00	\$61.78	4 x 3	\$72.00	\$82.38	5 x 3	\$90.00	\$102.97
1 x 4	\$24.00	\$27.46	2 x 4	\$48.00	\$54.92	3 x 4	\$72.00	\$82.38	4 x 4	\$96.00	\$109.84	5 x 4	\$120.00	\$137.30
1 x 5	\$30.00	\$34.32	2 x 5	\$60.00	\$68.65	3 x 5	\$90.00	\$102.97	4 x 5	\$120.00	\$137.30	5 x 5	\$150.00	\$171.62
1 x 6	\$36.00	\$41.19	2 x 6	\$72.00	\$82.38	3 x 6	\$108.00	\$123.57	4 x 6	\$144.00	\$164.75	5 x 6	\$180.00	\$205.94
1 x 7	\$42.00	\$48.05	2 x 7	\$84.00	\$96.11	3 x 7	\$126.00	\$144.16	4 x 7	\$168.00	\$192.21	5 x 7	\$210.00	\$240.27
1 x 8	\$48.00	\$54.92	2 x 8	\$96.00	\$109.84	3 x 8	\$144.00	\$164.75	4 x 8	\$192.00	\$219.67	5 x 8	\$240.00	\$274.59
1 x 9	\$54.00	\$61.78	2 x 9	\$108.00	\$123.57	3 x 9	\$162.00	\$185.35	4 x 9	\$216.00	\$247.13	5 x 9	\$270.00	\$308.92
1 x 10	\$60.00	\$68.65	2 x 10	\$120.00	\$137.30	3 x 10	\$180.00	\$205.94	4 x 10	\$240.00	\$274.59	5 x 10	\$300.00	\$343.24
1 x 11	\$66.00	\$75.51	2 x 11	\$132.00	\$151.03	3 x 11	\$198.00	\$226.54	4 x 11	\$264.00	\$302.05	5 x 11	\$330.00	\$377.56
1 x 12	\$72.00	\$82.38	2 x 12	\$144.00	\$164.75	3 x 12	\$216.00	\$247.13	4 x 12	\$288.00	\$329.51	5 x 12	\$360.00	\$411.89
1 x 13	\$78.00	\$89.24	2 x 13	\$156.00	\$178.48	3 x 13	\$234.00	\$267.73	4 x 13	\$312.00	\$356.97	5 x 13	\$390.00	\$446.21
1 x 14	\$84.00	\$96.11	2 x 14	\$168.00	\$192.21	3 x 14	\$252.00	\$288.32	4 x 14	\$336.00	\$384.43	5 x 14	\$420.00	\$480.53
1 x 15	\$90.00	\$102.97	2 x 15	\$180.00	\$205.94	3 x 15	\$270.00	\$308.92	4 x 15	\$360.00	\$411.89	5 x 15	\$450.00	\$514.86

Display Advertising		B&W	Color
Quarter Page (3 Col x 7.0")		\$126.00	\$144.16
Half Page (5 Col x 7.5")		\$225.00	\$257.43
Full Page (5 Col x 15.62")		\$450.00	\$514.86
Inserts (per pg) (B&W or Color)		\$200.00	per 1000
Front Page Lower Banner (5 Col x 1.8")			\$250.00
Special Announcements			
Card of Thanks (25W)			\$5.00
Engagement or Wedding (Photo Included-50W)			\$15.00
Anniversary Announcement (Photo Included-50W)			\$15.00
Ea. Additional Word			\$0.10
Obituary			
1-50 words (Photo included-B&W)			\$15.00
Ea. Additional Word			\$0.10

All Rates Are Per Week	
Classified Advertising	
1-30 Words (B&W)	\$9.00
ea. Addit. word	\$0.10
<i>(Max word count 90 per ad)</i>	
Logo or Photo	\$5.00
Business Directory	
Single Slot	\$8.00
Double Slot	\$16.00
Digital Advertising (Per Mo.)	
300x250 - ROS .....	\$150.00
300x400 - ROS .....	\$175.00
300x600 - ROS .....	\$200.00
Banner- 728x90 - ROS ...	\$150.00

**Sergeant Bluff Advocate Art 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)

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Advertising Rates: (net)  
 Billing Address: Sergeant Bluff Advocate  
 204 1st St., STE.103 Sergeant Bluff, IA 51064  
 (p) 712-943-2583 (f) 712-943-4606