

Helmsman Ad Rates

OPEN RATE

\$10 per column inch

(no contract)

The Daily Helmsman is a 5-column, tabloid size newspaper. The size and price of each display ad on this page can be determined by referring to the desired column-width ad size at the top of the page, and reading down that column to the desired height for the ad.

[For example, a 2 column (3.75" wide) x 5" high display ad costs \$100.]

1 Column Ad <i>(1.75" wide)</i>		2 Column Ad <i>(3.75" wide)</i>		3 Column Ad <i>(5.75" wide)</i>		4 Column Ad <i>(7.75" wide)</i>		5 Column Ad <i>(9.75" wide)</i>	
1 Col. X 2" =	\$20	2 Col. X 2" =	\$40	3 Col. X 2" =	\$60	4 Col. X 2" =	\$80	5 Col. X 2" =	\$100 (1/8 pg.)
1 Col. X 3" =	\$30	2 Col. X 3" =	\$60	3 Col. X 3" =	\$90	4 Col. X 3" =	\$120	5 Col. X 3" =	\$150
1 Col. X 4" =	\$40	2 Col. X 4" =	\$80	3 Col. X 4" =	\$120	4 Col. X 4" =	\$160	5 Col. X 4" =	\$200 (1/4 pg.)
1 Col. X 5" =	\$50	2 Col. X 5" =	\$100 (1/8 pg.)	3 Col. X 5" =	\$150	4 Col. X 5" =	\$200 (1/4 pg.)	5 Col. X 5" =	\$250
1 Col. X 6" =	\$60	2 Col. X 6" =	\$120	3 Col. X 6" =	\$180	4 Col. X 6" =	\$240	5 Col. X 6" =	\$300
1 Col. X 7" =	\$70	2 Col. X 7" =	\$140	3 Col. X 7" =	\$210	4 Col. X 7" =	\$280	5 Col. X 7" =	\$350
1 Col. X 8" =	\$80	2 Col. X 8" =	\$160	3 Col. X 8" =	\$240	4 Col. X 8" =	\$320	5 Col. X 8" =	\$400 (1/2 pg.)
1 Col. X 9" =	\$90	2 Col. X 9" =	\$180	3 Col. X 9" =	\$270	4 Col. X 9" =	\$360	5 Col. X 9" =	\$450
1 Col. X 10" =	\$100 (1/8 pg.)	2 Col. X 10" =	\$200 (1/4 pg.)	3 Col. X 10" =	\$300	4 Col. X 10" =	\$400 (1/2 pg.)	5 Col. X 10" =	\$500
1 Col. X 11" =	\$110	2 Col. X 11" =	\$220	3 Col. X 11" =	\$330	4 Col. X 11" =	\$440	5 Col. X 11" =	\$550
1 Col. X 12" =	\$120	2 Col. X 12" =	\$240	3 Col. X 12" =	\$360	4 Col. X 12" =	\$480	5 Col. X 12" =	\$600
1 Col. X 13" =	\$130	2 Col. X 13" =	\$260	3 Col. X 13" =	\$390	4 Col. X 13" =	\$520	5 Col. X 13" =	\$650
1 Col. X 14" =	\$140	2 Col. X 14" =	\$280	3 Col. X 14" =	\$420	4 Col. X 14" =	\$560	5 Col. X 14" =	\$700
1 Col. X 15" =	\$150	2 Col. X 15" =	\$300	3 Col. X 15" =	\$450	4 Col. X 15" =	\$600	5 Col. X 15" =	\$750 (full pg.)