

Reminder

Published Every Wednesday By

Cohansey Cove Publishing, Inc. P.O. Box 1600 Millville, NJ 08332

856-825-8811

Local Display Advertising Rate Card

(Rate Per Consecutive Insertion)

Circulation Audited By



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		Open Rate			4-12 Weeks			13-26 Weeks			27-51 Weeks			52 Weeks		
		Process 4-Color	Spot Color	B&W	Process 4-Color	Spot Color	B&W	Process 4-Color	Spot Color	B&W	Process 4-Color	Spot Color	B&W	Process 4-Color	Spot Color	B&W
One Page	8 column x 15 1/2"	1664	1560	1465	1229	1191	1134	1214	1190	1119	1155	1132	1060	1086	1061	991
1/2 Page	8 column x 7 1/2" 6 column x 10"	956	912	861	790	747	695	712	668	617	664	623	569	619	576	524
1/3 Page	8 column x 5" 4 column x 10"	708	666	613	587	534	492	535	483	440	498	445	403	453	401	358
1/4 Page	4 column x 7 1/2"	565	497	470	444	384	349	421	361	326	380	327	285	362	300	267
1/6 Page	4 column x 5"			313			243			229			198			186
1/8 Page	4 column x 3 3/4" 2 column x 7 1/2"			236			186			177			152			145
1/12 Page	4 column x 2 1/2" 2 column x 5"			160			128			117			104			94
1/20 Page	2 column x 3"			105			86			80			70			65

1. On ads of 1/4 page and larger, first price shown includes process/4-Color. Second price includes black plus one additional spot color, on an availability basis, color to be selected by Reminder due to press restrictions. A specific spot color choice, or additional spot colors, are available at \$132 per color, plus black and white rate for any ad size.
2. Process Color on any size ad: B&W rate plus \$95
3. Rates stated are net 10 days. Invoices are payable upon receipt. Service charges are added on all past due accounts. Rates are stated "net" and are not commissionable.
4. Pre-printed inserts: Call for rates & shipping instructions.
5. The Reminder does not guarantee an ad's position in the newspaper (though position request will be considered). The Reminder does not provide proofs. Complete advertising terms are detailed on advertising contracts.

■ **Specifications:**

- 2 col. = 2 3/8"
- 4 col. = 5"
- 6 col. = 7 1/2"
- 8 col. = 10"

■ **Address:**

Mailing
P.O. Box 1600, Millville, NJ 08332
Delivery:
2 West Vine St., Millville, NJ 08332

■ **Phone:**

Main Number 856-825-8811
Fax 856-825-0011

■ **Deadline:**

Display Advertising: Friday at Noon