

Heartland Women

Published twice a month
14 Virginia Road • Carbondale, Illinois 62902
Phone: (618) 529-1029 • Fax: (618) 549-2780 • heartlandwomen@hotmail.com
www.heartlandwomen.com

ADVERTISING RATES

Effective December 1, 2008

AD SIZE	OPEN rate	3-issue contract	6-issue contract	12-issue contract	24-issue contract
Full page (80") (5 columns X 16") • Full color - add \$150 per ad	\$610	\$595	\$565	\$525	\$470
1/2 page (40") (5 columns X 8" or 4 columns X 10") • Full color - add \$125 per ad	\$330	\$320	\$305	\$285	\$255
1/4 page (20") (2 columns X 10" or 4 columns X 5") • Full color - add \$100 per ad	\$175	\$170	\$160	\$150	\$135
1/8 page (10") (2 columns X 5" or 1 column X 10") • Full color - add \$75 per ad	\$95	\$90	\$85	\$80	\$75
1/16 page (5") (1 column X 5" or 2 columns X 2.5") • Full color - add \$50 per ad	\$50	\$47.50	\$45	\$42.50	\$40
Banner ad (5 columns X 2") • Banner ads will be placed on the bottom of Header pages • Color may not be available. When color is available and requested, an additional charge of \$100 per ad will be assessed.	\$175	\$170	\$160	\$150	\$135

Color charge is 1/2 price when client signs contract
Clients who pay for ads in advance of publication receive a 10% discount

Heartland Women is distributed during the first and middle of each month.
Advertising, editorial and subscription inquiries may be made by calling
(618) 529-1029 or by e-mailing heartlandwomen@hotmail.com.