

# The **BRIGHT SIDE**

## **BLACK & WHITE AD RATES FOR ONE INSERT**

*For Color Charge add: \$50 for 1/8 or 1/4 page; \$75 for 1/2 page, \$150 for full page per insert*

**Introductory  
Offer  
\$950.00**

**Introductory  
Offer  
\$740.00**

**Introductory  
Offer  
\$525.00**

**Full Page 10.375" x 13.25"**

1 time \$1150.00/month

3 times \$950.00/month

**6 times \$850.00/month if paid in  
advance in three month increments.**

**3/4 Page 7.5" x 13.25"**

1 time \$830.00/month

3 times \$740.00/month

**6 times \$650.00/month if paid in  
advance in three month increments**

**1/2 Page 5" x 13.25" or 10.375 x 6.5"**

1 time \$600.00/month

3 times \$525.00/month

**6 times \$475.00/month if paid in  
advance in three month increments**

**Introductory  
Offer  
\$435.00**

**Introductory  
Offer  
\$275.00**

**Introductory  
Offer  
\$160.00**

**3/8 Page 5" x 9.75" or 7.5" x 6.5"**

1 time \$490.00/month

3 times \$435.00/month

**6 times \$400.00/month if paid in  
advance in three month increments**

**1/4 Page 5" x 6.5"**

1 time \$300.00/month

3 times \$275.00/month

**6 times \$250.00/month if paid in  
advance in three month increments**

**1/8 Page 5" x 3.25"**

1 time \$190.00/month

3 times \$160.00/month

**6 times \$150.00/month if paid in  
advance in three month increments**

***All Advertising must be paid by the time of publication***

**AD RATES QUOTED ARE FOR A ONE MONTH INSERT AND INCLUDE  
PRODUCTION OF AD COPY IF NEEDED AT NO EXTRA CHARGE**

*Advertise 3 months in a row with us and we will publish a story about your business*