

# THE EXCHANGE RATES

**Deadline for Commercial Ads  
is Monday at 12:00 pm Noon**

e-mail: ads@exchangeline.com

website: www.exchangeline.com

PO Box 349, Winterset, IA 50273

113 S. 1st Ave., Winterset, IA 50273

**Phone: 515-462-4625**  
**Toll Free: 877-462-4625**  
**Fax: 515-462-4575**

**\$5.75 per column inch for 2 to 12 column inches**

Column Inch	B/W Price	\$25 Color Price
Minimum	\$8.00	\$30.75
2	\$11.50	\$36.50
3	\$17.25	\$42.25
4	\$23.00	\$48.00
5	\$28.75	\$53.75
6	\$34.50	\$59.50
7	\$40.25	\$65.25
8	\$46.00	\$71.00
9	\$51.75	\$76.75
10	\$57.50	\$82.50
11	\$63.25	\$88.25
12	\$69.00	\$94.00

**\$5.15 per column inch for 37 to 48 column inches**

Column Inch	B/W Price	\$45 Color Price
37	\$190.55	\$235.55
38	\$195.70	\$240.70
39	\$200.85	\$245.85
40	\$206.00	\$251.00
41	\$211.15	\$256.15
42	\$216.30	\$261.30
43	\$221.45	\$266.45
44	\$226.60	\$271.60
45	\$231.75	\$276.75
46	\$236.90	\$281.90
47	\$242.05	\$287.05
48	\$247.20	\$292.20

**\$4.65 per column inch for 73 column inches or more + \$75 for color**

	B/W Price	Color Price
Full Inside Page	\$555.00	\$615.00
1/2 Page	\$295.00	\$355.00
1/2 Back Page	\$305.00	\$365.00
1/4 Page	\$165.00	\$210.00
Double Truck	\$1100.00	\$1,175.00

**PREMIUM PAGES IN SECTION A**

Full Front Section A	\$610.00	\$685.00
Full Page 2 Section A	\$565.00	\$640.00
Full Back Section A	\$565.00	\$640.00

**PREMIUM PAGES IN SECTION B**

Full Front Section B	\$565.00	\$640.00
Full Page 2 Section B	\$565.00	\$640.00
Full Back Section B	\$565.00	\$640.00

**Color Rates:**

Minimum	\$25	25-48 col. in.....\$45
13-24 col. in.....\$2/Col. In		49-71 col. in.....\$60
		Over 72 col. in.....\$75

**Page Setup Rates:**

8½"x11"	\$20	11"x17".....\$35
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**\$5.60 per column inch for 13 to 24 column inches**

Column Inch	B/W Price	\$2/" Color Price
13	\$72.80	\$98.80
14	\$78.40	\$106.40
15	\$84.00	\$114.00
16	\$89.60	\$121.60
17	\$95.20	\$129.20
18	\$100.80	\$136.80
19	\$106.40	\$144.40
20	\$112.00	\$152.00
21	\$117.60	\$159.60
22	\$123.20	\$167.20
23	\$128.80	\$174.80
24	\$134.40	\$182.40

**\$4.95 per column inch for 49 to 60 column inches**

Column Inch	B/W Price	\$60 Color Price
49	\$242.55	\$302.55
50	\$247.50	\$307.50
51	\$252.45	\$312.45
52	\$257.40	\$317.40
53	\$262.35	\$322.35
54	\$267.30	\$327.30
55	\$272.25	\$332.25
56	\$277.20	\$337.20
57	\$282.15	\$342.15
58	\$287.10	\$347.10
59	\$292.05	\$352.05
60	\$297.00	\$357.00

**\$5.35 per column inch for 25 to 36 column inches**

Column Inch	B/W Price	\$45 Color Price
25	\$133.75	\$178.75
26	\$139.10	\$184.10
27	\$144.45	\$189.45
28	\$149.80	\$194.80
29	\$155.15	\$200.15
30	\$160.50	\$205.50
31	\$165.85	\$210.85
32	\$171.20	\$216.20
33	\$176.55	\$221.55
34	\$181.90	\$226.90
35	\$187.25	\$232.25
36	\$192.60	\$237.60

**\$4.75 per column inch for 61 to 72 column inches**

Column Inch	B/W Price	\$60 Color Price
61	\$289.75	\$349.75
62	\$294.50	\$354.50
63	\$299.25	\$359.25
64	\$304.00	\$364.00
65	\$308.75	\$368.75
66	\$313.50	\$373.50
67	\$318.25	\$378.25
68	\$323.00	\$383.00
69	\$327.75	\$387.75
70	\$332.50	\$392.50
71	\$337.25	\$397.25
72	\$342.00	\$417.00

**Commercial Classified Ads**

(A classified ad is considered a Commercial Classified if it includes the name of a Business in the ad)  
\$6.00 for up to 10 words~10¢ for each additional word  
Ad will run for 1 week

**Personal Classified Ads**

\$6.00 for up to 10 words~10¢ for each additional word  
Ad will run for 2 weeks (No changes on 2nd week)

**Deadline for Personal Classified Ads is noon Monday**

**Additions to Classified Ads**

Add a box around your ad for an additional \$2  
Add a box around & a picture for an additional \$7

**Calculating ad cost**

Multiply column wide by inches deep to get total column inches of space

Example: a 3 column wide by 5" ad is (3 x 5 = 15) 15" of space

15" is \$84 b/w or \$114 in color

Ads available in ¼" deep increments

**Column Widths:**

- 1 Column - 1.1875"
- 2 Column - 2.5000"
- 3 Column - 3.8125"
- 4 Column - 5.1250"
- 5 Column - 6.4375"
- 6 Column - 7.7500"
- 7 Column - 9.0625"
- 8 Column - 10.375"