



THE EXCHANGE

Retail Display Advertising Rates

ads@exchangeline.com

www.exchangeline.com

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Winterset, IA 50273

Phone: 515-462-4625
Toll Free: 877-462-4625
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Deadline is Monday NOON

\$6.25 per column inch for 2 to 12 column inches

Column Inch	B/W Price	\$25 Color Price
Minimum	\$12.50	\$37.50
2	\$12.50	\$37.50
3	\$18.75	\$43.75
4	\$25.00	\$50.00
5	\$31.25	\$56.25
6	\$37.50	\$62.50
7	\$43.75	\$68.75
8	\$50.00	\$75.00
9	\$56.25	\$81.25
10	\$62.50	\$87.50
11	\$68.75	\$93.75
12	\$75.00	\$100.00

\$5.85 per column inch for 25 to 36 column inches

Column Inch	B/W Price	\$45 Color Price
25	\$146.25	\$191.25
26	\$152.10	\$197.10
27	\$157.95	\$202.95
28	\$163.80	\$208.80
29	\$169.65	\$214.65
30	\$175.50	\$220.50
31	\$181.35	\$226.35
32	\$187.20	\$232.20
33	\$193.05	\$238.05
34	\$198.90	\$243.90
35	\$204.75	\$249.75
36	\$210.60	\$255.60

\$5.45 per column inch for 49 to 60 column inches

Column Inch	B/W Price	\$60 Color Price
49	\$267.05	\$327.05
50	\$272.50	\$332.50
51	\$277.95	\$337.95
52	\$283.40	\$343.40
53	\$288.85	\$348.85
54	\$294.30	\$354.30
55	\$299.75	\$359.75
56	\$305.20	\$365.20
57	\$310.65	\$370.65
58	\$316.10	\$376.10
59	\$321.55	\$381.55
60	\$327.00	\$387.00

\$6.10 per column inch for 13 to 24 column inches

Column Inch	B/W Price	\$35 Color Price
13	\$79.30	\$114.30
14	\$85.40	\$120.40
15	\$91.50	\$126.50
16	\$97.60	\$132.60
17	\$103.70	\$138.70
18	\$109.80	\$144.80
19	\$115.90	\$150.90
20	\$122.00	\$157.00
21	\$128.10	\$163.10
22	\$134.20	\$169.20
23	\$140.30	\$175.30
24	\$146.40	\$181.40

\$5.65 per column inch for 37 to 48 column inches

Column Inch	B/W Price	\$45 Color Price
37	\$209.05	\$254.05
38	\$214.70	\$259.70
39	\$220.35	\$265.35
40	\$226.00	\$271.00
41	\$231.65	\$276.65
42	\$237.30	\$282.30
43	\$242.95	\$287.95
44	\$248.60	\$293.60
45	\$254.25	\$299.25
46	\$259.90	\$304.90
47	\$265.55	\$310.55
48	\$271.20	\$316.20

\$5.25 per column inch for 61 to 72 column inches

Column Inch	B/W Price	\$60 Color Price
61	\$320.25	\$380.25
62	\$325.50	\$385.50
63	\$330.75	\$390.75
64	\$336.00	\$396.00
65	\$341.25	\$401.25
66	\$346.50	\$406.50
67	\$351.75	\$411.75
68	\$357.00	\$417.00
69	\$362.25	\$422.25
70	\$367.50	\$427.50
71	\$372.75	\$432.75
72	\$378.00	\$438.00

POPULAR AD SIZES

	B/W Price	Color Price
Full Inside Page	\$620.00	\$695.00
1/2 Page	\$335.00	\$395.00
1/4 Page	\$185.00	\$230.00

PREMIUM PAGES IN SECTION A

Full Front Section A	\$725.00
Full Back Section A	\$700.00
1/2 Front Section A	\$415.00
1/4 Front Section A	\$250.00

FULL PAGES GIVEN FIRST PRIORITY ON PREMIUM PAGES
WILL NOT HOLD FOR SMALLER AD SIZES

PREMIUM PAGES IN SECTION B

Full Front Section B	\$700.00
Full Back Section B	\$700.00
1/2 Front Section B	\$405.00

COLOR RATES:

Minimum	\$25	25-48 col. in.	\$45
13-24 col. in.	\$35	49-71 col. in.	\$60
		Over 72 col. in.	\$75

PAGE SETUP RATES:

8 1/2" x 11"	\$25	11" x 17"	\$35
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Calculating Ad Cost

Multiply column wide by inches tall to get total column inches of space.

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

15" is \$87.75 b/w or \$122.75 in color.

Ads available in 1/4" tall 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"

\$5.20 per column inch for 73 column inches or more + \$75 for color

PRICES EFFECTIVE FEBRUARY 2025 - SUBJECT TO CHANGE AT ANY TIME

Classified Ad Rates — Deadline Monday NOON

Personal Classified Ads

\$6.00* for up to 10 words ~10¢ each additional word
Ad will run for 2 weeks (buy one week, get one week free)

Commercial Classified Ads

(A classified ad is considered a Commercial Classified if it includes a business name/logo in the ad)

\$6.00* for up to 10 words ~10¢ each additional word
Commercial Classifieds are charged per week

Additions to Classified Ads

Boxed Classified - add \$2*
Color Photo Boxed Classified - add \$7*