

## Sample Sizes and Rates (Rate Card #14)

Open rate = \$13.50/ci (cols. wide X in. deep)

Call 603-672-9444 for details & other options

# THE AMHERST CITIZEN

Amherst, New Hampshire's Community Newspaper since 1992

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### Smallest Display Size Available

#### 1 col. x 2 in. (2")

1X+ = \$27.00

3X+ = \$25.70

6X+ = \$24.40

12X+ = \$23.20

2.05" x 2"

#### 1 col. x 3 in. (3")

1X+ = \$40.50

3X+ = \$38.55

6X+ = \$36.60

12X+ = \$34.80

2.05" x 3"

### "Business Card" size (horizontal or vertical)

#### 2 cols. x 2 in. (4")

1X+ = \$54.00

3X+ = \$51.40

6X+ = \$48.80

12X+ = \$46.40

4.25" x 2"

#### 2 cols. x 4 in. (8")

1X+ = \$108.00

3X+ = \$102.80

6X+ = \$97.60

12X+ = \$92.80

#### 2 cols. x 2 1/2 in. (5")

1X+ = \$67.50

3X+ = \$64.25

6X+ = \$61.00

12X+ = \$58.00

4.25" x 2 1/2"

#### 2 cols. x 3 in. (6")

1X+ = \$81.00

3X+ = \$77.10

6X+ = \$73.20

12X+ = \$69.60

4.25" x 3"

#### 3 cols. x 4 in. (12")

1X+ = \$154.20

3X+ = \$146.40

6X+ = \$139.20

12X+ = \$132.00

6.425" x 4"

Ad costs are calculated by cols. wide X inches deep, then X "open" rate. Frequency and larger ad size credits are included in the pricing. Depths can be in 1/2" increments. Other ad sizes available up to full page: 6 cols. x 21" deep. Additional spot color @\$35, or 4/color \$95 regardless of ad size.