



# The Gazette

The Only Locally Owned Newspaper in Ocean Springs [www.OceanSpringsGazette.com](http://www.OceanSpringsGazette.com)

## 2009 Retail Advertising Rates

### DISPLAY ADVERTISING

Col inches	Size disc.	OPEN	10% off	15% off	20% off	25% off
			13-wk	36-wk	39-wk	52-wk
Up to 25"		8.00	7.20	6.80	6.40	6.00
25" to 50"	1.5%	7.88	7.09	6.70	6.30	5.91
50" to 75"	3.0%	7.76	6.98	6.60	6.21	5.82
75" to 100"	4.5%	7.64	6.88	6.49	6.11	5.73
100" to 125"	6.0%	7.52	6.77	6.39	6.02	5.64
125" to 150"	7.5%	7.40	6.67	6.29	5.92	5.55
150" to 175"	9.0%	7.28	6.55	6.19	5.82	5.46
175" to 200"	10.5%	7.16	6.44	6.09	5.73	5.37
200" to 225"	12.0%	7.04	6.33	5.98	5.63	5.28
225" or more	13.5%	6.92	6.23	5.88	5.54	5.19

### COLOR ADVERTISING

Add color ink to standard black ink. Process color charge includes separation.

One Color

\$40

Two Colors

\$70

Process Color

\$130

\*Color rates are net and per ad, per issue

### DISPLAY AD MECHANICALS

1 COLUMN	1.729"
2 COLUMN	3.583"
3 COLUMN	5.437"
4 COLUMN	7.292"
5 COLUMN	9.146"
6 COLUMN	11.000"

1 page

= 6 col X 21.5"

½ page

= 6 col X 10.75"

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