

# Monthly Ad Rates

## Per Month

| Size                                  | 1mo    | 3mo    | 6 mo   | 12 mo  |
|---------------------------------------|--------|--------|--------|--------|
| <b>Full Color*</b>                    |        |        |        |        |
| Dbl Pgs                               | \$2500 | \$2300 | \$2100 | \$1900 |
| Back Page                             | \$1500 | \$1400 | \$1300 | \$1200 |
| Full Page                             | \$1400 | \$1300 | \$1200 | \$1100 |
| ½ Page                                | \$900  | \$800  | \$700  | \$600  |
| 1/3 Page                              | \$650  | \$575  | \$500  | \$450  |
| ¼ Page                                | \$525  | \$475  | \$425  | \$370  |
| <b>Black &amp; White</b>              |        |        |        |        |
| Full Page                             | \$1100 | \$1050 | \$975  | \$900  |
| 2/3 Page                              | \$775  | \$740  | \$715  | \$625  |
| 1/2 Page                              | \$600  | \$575  | \$550  | \$480  |
| 1/3 Page                              | \$450  | \$410  | \$370  | \$330  |
| 1/4 Page                              | \$350  | \$325  | \$290  | \$250  |
| 1/6 Page                              | \$250  | \$230  | \$200  | \$180  |
| 1/8 Page                              | \$200  | \$175  | \$155  | \$140  |
| 1/10 Page                             | \$175  | \$150  | \$130  | \$120  |
| 1/12 Page                             | \$150  | \$140  | \$120  | \$100  |
| 1/16 Page                             | \$115  | \$105  | \$90   | \$75   |
| Bus Card                              | \$75   | \$70   | \$60   | \$50   |
| Mini Ad                               | \$50   | \$45   | \$40   | \$30   |
| One-Liner (One-Liner Paid In Advance) |        | \$85   | \$85   | \$150  |

All Advertisements are required to be paid prior to publication.  
Discover, Visa and MasterCard are accepted.

\*4 Color CMYK Film Separation Supplied By Client

### Additional Charges

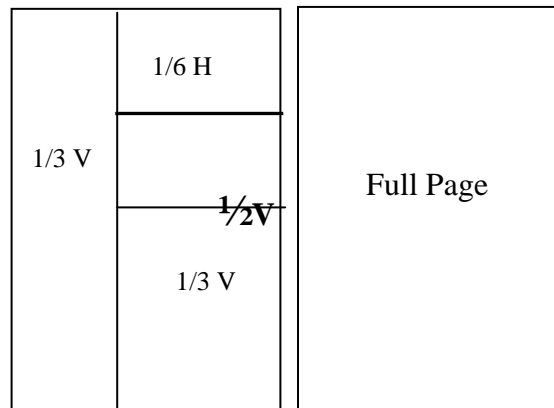
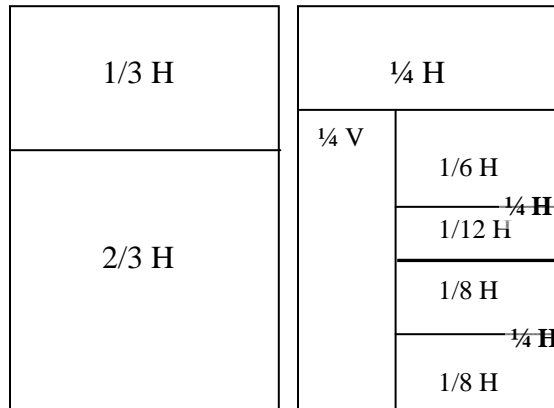
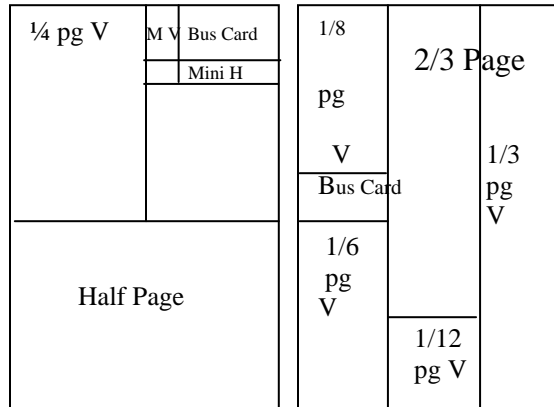
#### Per Spot Color

|             |       |      |      |      |
|-------------|-------|------|------|------|
| Any Size Ad | \$120 | \$90 | \$60 | \$40 |
|-------------|-------|------|------|------|

Artwork Prices such as Logo Designs and special graphics available upon request.

**Veterans Post Newspaper**  
1441 Dr. MLK, Jr. Street South  
Saint Petersburg, FL 33705-2424

January 1, 2006-A



## The Premier Veterans Publication

| Ad Dimensions | H=horizontal | V=vertical    |
|---------------|--------------|---------------|
| Size          | Col. In.     | Dimensions    |
| Full Page     | 96           | 16"h x 10¼"w  |
| 2/3 Page V    | 64           | 16"h x 6½"w   |
| H             |              | 10½"h x 10¼"w |
| 1/2 Page V    | 48           | 12"h x 6½"w   |
| H             |              | 8"h x 10¼"w   |
| 1/3 Page V    | 32           | 8"h x 6½"w    |
| H             |              | 5¼"h x 10¼"w  |
| 1/4 Page V    | 24           | 8"h x 5"w     |
| H             |              | 6"h x 6½"w    |
| 1/6 Page V    | 16           | 4"h x 10¼"w   |
| H             |              | 8"h x 3¼"w    |
| 1/8 Page V    | 12           | 4"h x 6½"w    |
| H             |              | 6"h x 3¼"w    |
| 1/10 Page V   | 10           | 3"h x 6½"w    |
| H             |              | 4¾"h x 3¼"w   |
| 1/12 Page V   | 8            | 2¾"h x 6½"w   |
| H             |              | 4"h x 3¼"w    |
| 1/16 Page H   | 6            | 2"h x 6½"w    |
| V             |              | 1½"h x 6½"w   |
| Bus Card      | 4            | 3"h x 3¼" w   |
| Mini Ad V     | 2            | 2"h x 3¼"w    |
| H             |              | 2"h x 1⅝"w    |
|               |              | 1"h x 3¼"w    |

Deadline is the 15<sup>th</sup> of each month.

**Phone 727-VA-2-VETS**

Advertise@VeteransPostNews.com

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