

# **M** *the Portland* **MERCURY**

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## **BACK COVER BULLETIN BOARD RATES**

### **LINE ADS**

Line Ads are priced per line of text.

**LARGE \$10** (27 characters/line)

**MEDIUM \$8** (36 characters/line)

**SMALL \$6** (56 characters/line)

Guaranteed positions require a 20% surcharge

Price to add color:

\$7/line of RED

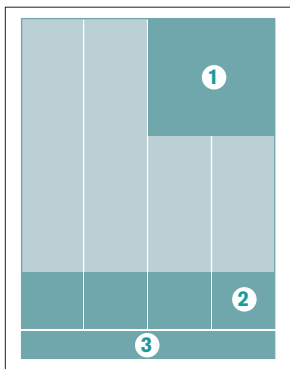
\$15/line of your COLOR CHOICE

### **DISPLAY ADS**

Prices include full color, frequency discounts apply.

Contact your advertising representative to check availability.

	1x rate	12x rate	26x rate
<b>1 Premium Square</b>	\$500	\$450	\$400
<b>2 Budget Square</b>	\$150	\$125	\$100
<b>3 Bottom Banner</b>	\$250	\$225	\$200



#### **1 Premium Square**

(4.75" x 4.375" h)

#### **2 Budget Square**

(2.25" w x 2.125" h)

#### **3 Bottom Banner**

(9.5" w x 1" h)