

1 13

\$168

\$118

2 14

4.8" x 2.55"

\$165 value for \$118

4.8" x 1.9"

3 15

\$220 ad value for \$168

4 7/8" x 2 1/2"

4 7/8" x 1 7/8"

29 1/2 picas x 15 1/4 picas

29 1/2 picas x 11 1/2 picas

4 16

Actual Ad Sizes

\$110.00 ad space
a value at \$85.00

\$85

Letter size paper (11 x 8 1/2 Landscape)

5 17

4.8" x 1.25" - 4 7/8" x 1 1/4"

\$55

4.8" x .6" - 4 7/8" x 5/8"

29 1/2 picas x 7 1/2 picas

Base Rate - \$55

29 1/2 picas x 3 1/2 picas

6 18

All Prices Quoted are for our

Standard Black Print on White Background *with any/all graphics in BLACK & WHITE BITMAP format.*

7 19

8 20

\$160 ad value for \$130

9 21

\$130

\$120 value for \$101

\$101

\$80 ad value
discounted to \$70

\$70

10 22

3.2" x 2.55"

3.2" x 1.9"

3.2" x 1.25"

3 1/4" x 2 1/2"

3 1/4" x 1 7/8"

3 1/4" x 1 1/4"

19 1/2 picas x 15 1/2 picas

19 1/2 picas x 11 1/2 picas

19 1/2 picas x 7 1/2 picas

11 23

When sold as ad space
and NOT a 3 line business listing
the cost is \$80.

3.2" x .6" - 3 1/4" x 5/8" • 19 1/2 picas x 3 1/2 picas

12 24

\$40

Base rate \$40

BUSINESS LISTING includes: Business Name,
Phone Number(s) (Max. 2) and the
Location, Web or Email address or
NEW First & Last Name, Title, and
Business or Professional License Number

\$80

This Ad Fee includes your choice of:
1) reverse print ad, or
2) grayscale ad, or
3) 4 line ad with one full color logo.

\$278

To calculate the price for any ad larger than the \$168.00 size add \$55 per 4.8" x .6" space for each additional ad section purchased.

$$\$168.00 + (2 \times \$55) = \$278$$

9.8" x 1.9" - 9 15/16" x 1 7/8"
19 1/2 picas x 59 picas

Banner Style Ads

\$168

(\$220 ad space
value for \$168)

9.8" x 1.25" - 9 15/16" x 1 1/4"
7 1/2 picas x 59 picas

All Prices Quoted are for our
Standard Black Print - on white background
*any/all graphics in **BLACK & WHITE BITMAP** format.*

This block shows the size for the small color logo included in the ad price. Logo can be placed anywhere in the ad. Size is shown for illustration purposes only.

\$408

9.8" x 2.55" - 9 15/16" x 2 2/3"

19 1/2 picas x 124 picas

Actual Ad Size

Letter size paper
(11 x 8 1/2 Landscape)

Mega Banner Ad

Customer Chooses placement:

1. Top of ad section/directly below School Bus Safety Message
2. Bottom of ad section/directly above tear off date pad

Mega Banner Ad Price includes:

1 color (plus black) for copy and

1 small color logo (approximately 1/6 of ad width)

\$408

4.8" x 5.1"

4 7/8" x 5"

29 1/2 picas x 31 picas

This block shows the size for the small color logo included in the ad price. Logo can be placed anywhere in the ad. Size is shown for illustration purposes only.

Shown Actual Ad Size

Letter size paper (11 x 8 1/2 Landscape)

Customer Chooses placement:

1. Top of ad section (directly below the School Bus Safety Message)
2. Bottom of ad section (directly above tear off date pad)

\$55

Base Rate - \$55

4.8" x .6" - 4 7/8" x 5/8"
29 1/2 picas x 3 1/2 picas

Mega Display Ad

Mega Display Ad Price includes:
1 color (plus black) for copy and
1 small color logo (approximately 1/6 of ad)