

<p>1 \$220 ad value for \$168</p> <p>2 \$168</p> <p>3 4.8" x 2.55" 4 7/8" x 2 1/2" 29 1/2 picas x 15 1/4 picas</p> <p>4 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.</p>	<p>\$165 value for \$118</p> <p>13 \$118</p> <p>14 4.8" x 1.9" 4 7/8" x 1 7/8" 29 1/2 picas x 11 1/2 picas</p>	
<p>5 \$110.00 ad space a value at \$85.00</p> <p>6 \$85</p> <p>4.8" x 1.25" - 4 7/8" x 1 1/4" 29 1/2 picas x 7 1/2 picas</p>	<p>17 \$55</p> <p>18 4.8" x .6" - 4 7/8" x 5/8" 29 1/2 picas x 3 1/2 picas</p> <p>Base Rate - \$55</p>	
<p>7 All Prices Quoted are for our</p> <p>8 <i>Standard Black and White Ad with any/all graphics in bitmap format.</i></p>		
<p>9 \$160 ad value for \$130</p> <p>10 \$130</p> <p>11 3.2" x 2.55" 3 1/4" x 2 1/2" 19 1/2 picas x 15 1/2 picas</p>	<p>\$120 value for \$101</p> <p>10 \$101</p> <p>3.2" x 1.9" 3 1/4" x 1 7/8" 19 1/2 picas x 11 1/2 picas</p>	<p>\$80 ad value discounted to \$70</p> <p>21 \$70</p> <p>22 3.2" x 1.25" 3 1/4" x 1 1/4" 19 1/2 picas x 7 1/2 picas</p> <p>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</p>
<p>12 \$40</p> <p>Base rate \$40</p>	<p>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</p>	<p>\$80</p> <p>This Ad Fee includes your choice of: 1) reverse print ad, or 2) grayscale ad, or 3) basic ad with one full color logo.</p>

Actual Ad Sizes

\$278

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

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.

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

* Extra space for Banner ads must be purchased in groups of 2 for balance.

Banner Style Ads

\$55

\$55

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

\$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 and White Ad with any/all graphics in 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

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

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**

\$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)