

MONTROSE Business Times

ADVERTISING RATES

	OPEN	13 WEEKS	26 WEEKS	52 WEEKS
FULL PAGE	\$742.50	\$705.38	\$668.25	\$594.00
3/5 PAGE	\$445.50	\$423.23	\$400.95	\$356.40
1/2 PAGE	\$371.25	\$352.69	\$334.13	\$297.00
1/3 PAGE	\$222.75	\$211.61	\$200.48	\$178.20
1/6 PAGE	\$148.50	\$141.08	\$133.65	\$118.80
1/8 PAGE	\$112.50	\$106.88	\$101.25	\$90.00
FRONT PAGE	\$150.00	\$142.50	\$135.00	\$120.00

The Montrose Business Times reaches over 4,000+ readers every week — professionals, executives, business owners, small businesses and entrepreneurs — who are in need of your products and services. Online, the Montrose Business Times is the areas #1 source for local business news and advertising. The most successful advertising depends on frequency to create awareness and to be certain you never miss an opportunity. That's why we built our advertising rate structure around high frequency advertising. As a contract advertiser you will receive discounts from our open rates for your commitment over time which guarantees you the lowest possible price.

Rates above are cost per ad, per week. Discounted rates are based upon a minimum of one ad per week for 13, 26, or 52 weeks within a year.

The diagram illustrates the placement and dimensions of various ad formats on a page. It shows a grid of 5 columns and 2 rows. The top row contains a banner ad (10" wide x 2" tall) in the first column, a half-page ad (10" wide x 8.25" tall) in the second column, a 3/5 page ad (5.9167" wide x 16" tall) in the third column, and a full-page ad (10" wide x 16.5" tall) in the fourth and fifth columns. The bottom row contains a 1/3 page ad (5.9167" wide x 8.25" tall) in the first column, a 1/6 page ad (3.889" wide x 8.25" tall) in the second column, and a 1/8 page ad (3.889" wide x 6.25" tall) in the third column. The fourth and fifth columns are empty in the bottom row.

Other Ad Options:

Business Card Ads
 1 time - \$45
 Monthly - \$100

Digital Ads (website)
 \$12 per 1,000 impressions- 10,000 impression minimum
 Leaderboard - 728px X 90px
 Medium rectangle - 300px X 250px