

WHITEHALL LEDGER

The Ledger's columns are 2.25" wide with a 0.1875" gutter. Column spacing is in inches. The Ledger runs 5 columns wide by 21" tall.

WEEKLY AD RATES

Most Common Sizes:

Business card (2x2): \$28

Rectangle (3x3): \$63

Tall Box (3x5): \$105

1/4 Page: \$175

1/2 Page: \$350

Full Page: \$700

Price Per Column Inch: \$7.00

10 WEEK AD DEALS

Must commit to 10 week run. Minor changes to ad allowed during run.

Business card 2 col x 2": \$110

2 col x 3": \$150

2 col x 4": \$190

2 col x 5": \$230

2 col x 6": \$290

2 col x 9": \$330

1/4 Page: \$500

1/2 Page: \$800

CLASSIFIEDS

\$6 first 25 words, 10¢ per word after. 25 word minimum charge.

LEGAL NOTICES:

\$15 first 100 words, \$10 per 100 words after (rounded up). 100 word minimum charge.

MEETING AGENDAS:

Billed flat rate at \$20 per run

WEBSITE ADS:

Square ad: \$75/month

Rectangle ad: \$100/month

Splash ad: \$50/week

SUBSCRIPTION RATES

IN JEFFERSON COUNTY

1 Year: \$35

2 Years: \$55

3 Years: \$75

OUT OF COUNTY

1 Year: \$40

2 Years: \$60

3 Years: \$80

OUT OF STATE

1 Year: \$45

2 Years: \$65

3 Years: \$85

SIGNATURE PAGES

SHOP LOCAL

Whitehall Area Businesses Only

Limited to 25, once per month

Full Year: \$200

Half Year: \$125

HOLIDAYS

Whitehall Area Businesses Only

Limited to 50, all major holidays

\$200

EXTRACURRICULAR PAGES

Divisional/State Congrats Pages

Whitehall Area Businesses Only

Limited to 50 ads

Divisionals: \$100

State: \$100

Both: \$175

SPONSORSHIPS

Community Calendar

Rotates with other sponsors;
once a month \$50

Photo of the Week

Rotates with other sponsors;
1x month \$25

Horoscopes

Rotates with other sponsors;
once a month \$10

Pet of the Week

Rotates with other sponsors;
once a month \$20

Fellowship Directory

\$4 per week

Whitehall TV Guide

\$10 per week

SCHEDULED SPECIAL SECTIONS

WHS Graduation, Frontier Days,
and Christmas Festival
Prices Vary According to Print Count

INSERTS

1-20 Pages: 1,000 Needed, \$70

20+ Pages: 1,000 Needed, \$100

WHITEHALL LEDGER
& PRINTING

DEADLINE: 5PM Mondays • PRINT DAY: Wednesdays

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