

# 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 20" tall.

## WEEKLY AD RATES

### Sample Ad Sizes:

Business card (4.5" x 2.5"): \$40  
1/8 Page (6.75" x 4" or similar): \$96  
1/4 Page (11.5" x 5" or similar): \$200  
1/2 Page (11.5" x 10): \$400  
3/4 Page (11.5" x 15" or similar): 600  
Full Page (11.5" x 20"): \$800

**Custom ad sizes available.  
\$8 per column inch**

## 10 WEEK AD DEALS 55% SAVINGS

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

Business card: \$180  
1/8 Page: \$432  
1/4 Page: \$900  
1/2 Page: \$1800  
3/4 Page: \$2700  
Full Page: \$3600

## CLASSIFIEDS

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

## LEGAL NOTICES:

\$20 first 100 words, \$5 per 100 words after (rounded up). 100 word min.

## MEETING AGENDAS:

Billed flat rate at \$20 per run

## WEBSITE ADS:

Square ad: \$200/month  
Rectangle ad: \$300/month  
Splash ad: \$100/week

## OBITUARIES

The Whitehall Ledger does not charge for obituaries/death notices.

## 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

\$10 per week

### Whitehall TV Guide

\$10 per week

## SIGNATURE PAGES

### SHOP LOCAL

Whitehall Area Businesses Only  
Limited to 25, once per month  
Full Year: \$300  
Half Year: \$175

### 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

## SUBSCRIPTION RATES

### IN JEFFERSON COUNTY

1 Year: \$50  
2 Years: \$80  
3 Years: \$130

### OUT OF COUNTY

1 Year: \$55  
2 Years: \$85  
3 Years: \$135

### OUT OF STATE

1 Year: \$60  
2 Years: \$90  
3 Years: \$140

## SCHEDULED SPECIAL SECTIONS

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

## INSERTS

**1-20 Pages:** 1,000 Needed, \$80  
**20+ Pages:** 1,000 Needed, \$150

WHITEHALL LEDGER  
& PRINTING

**DEADLINE: 5PM Mondays • PRINT DAY: Wednesdays**  
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