



"The oldest existing business in Trenton."

2018 Advertising Rate Card

19 West Broadway • P.O. Box 118
Trenton, IL 62293
(618) 224-9422
Fax: (618) 224-2646

www.trentonsun.net
www.facebook.com/trentonsun

**The Newspaper of Record
for Western Clinton County**

OPEN DISPLAY RATE

\$5.20 Per Column Inch

NATIONAL RATE

\$7.00 Per Column Inch

EARNED DISCOUNTS

Column Inches Per Month

16-32 Inches \$4.50

33-63 Inches \$4.25

64 Inches or More \$4.00

Standing Ads

\$3.50 Per Column Inch - Three Months or longer (\$14 per week)

One copy change per month allowance. Minimum Size: 4 column inches.

PAYMENT POLICY

Accounts Must Be Paid in Full by 25th of Month Following Service.

Accounts will be billed by 10th day of month following service.

Discounts do not apply to past due accounts.

We accept all major debit and credit cards.

COLOR RATES - All Charges in Addition to Cost of Space

Process Color	1-20": \$30	31-40": \$50	
	21-30": \$40	41-50": \$60	51+ inches: \$75

INSERTS

Minimum 1,000

7¢ each (\$70/M) inserts provided; 6¢ each (\$60/M) w/Sun print job.

Prices are for letter-size inserts. For larger pieces, please call for quote.

Additional charge for inserts larger than 6.5"x11"

CLASSIFIED ADS/WEB CLASSIFIED PAGE

Minimum Charge \$4 • 75¢ per column line after minimum charge.

(Account Classified Advertising Subject to \$2 billing fee.)

MECHANICAL SPECIFICATIONS

Printed Broadsheet – 25 inch web

Pages Six Columns by 21.5 inches

Column Width: 11 picas with 9-point gutter

DEADLINES

Publishes on Wednesdays.

Advertising Deadlines 4 p.m. Mondays - Classified and Display

Special Holiday Deadlines May Apply