

# Advertising Rates

IN PRINT AND ONLINE!

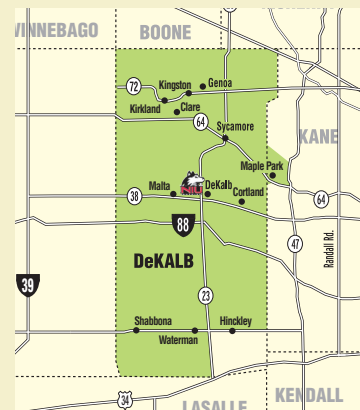
We have been the area's local source for news and information for more than 130 years. Our award winning paper is distributed in print 6 days a week to over 10,000 area households. Our rapidly growing audience and content offerings on daily-chronicle.com provides you with thousands of readers 7 days a week.

**PRINT**

Our standard sizes.

Custom sizes available per column inch

Daily Chronicle  
**Daily-Chronicle.com**



Serving DeKalb County and the surrounding areas



**Full**  
6 col. x  
20.5"  
123 col. in.  
\$2200

**1/2 Horizontal**  
6 col. x 10.25"  
61.5 col. in.  
\$1100

**1/2 Vertical**  
3 col. x 20.5"  
61.5 col. in.  
\$1100

**1/4**  
3 col. x  
10.25"  
30.75 col. in.  
\$550

**1/8 Page**  
3 col. x 5"  
15 col. in.  
\$265

**Business Card**  
2 col. x 2"  
4 col. in.  
\$88

## Columns Widths

- 1 col - 1.75"
- 2 col - 3.625"
- 3 col - 5.5"
- 4 col - 7.375"
- 5 col - 9.25"
- 6 col - 11.125"

Standard Ad Size	Open	8x (10% off)	13x (15% off)	26x (20% off)	39x (25% off)
Full	\$ 2200	\$ 1980	\$ 1870	\$ 1760	\$ 1650
Half (hor. or vert.)	1100	990	935	880	825
Quarter	550	495	465	440	412
Eighth	265	239	225	212	199
Business Card*	88	79	74	71	66

\* Ads under 11 inches in size will be charged the per column inch rate.

Custom Ad Rates	Open	8x (10% off)	13x (15% off)	26x (20% off)	39x (25% off)
Per Column Inch	\$ 22	\$ 19.80	\$ 18.70	\$ 17.60	\$ 16.50

**Add: Full Color \$300 - Spot Color \$150**

**All modular rates include your ad on the Daily Chronicle e-Edition**

Per column inch and contract rates are charged a surcharge for Daily Chronicle e-Edition.

\$10 ads under 11 inches; \$30 ads under 30 inches; \$40 ads over 30 inches.

\*Weekend advertisers add \$2 per column inch to the per column inch rate.

Premium Position	Specs	Rate
Front Page	6 col. x 2" Full Color	\$440
Sports Front	6 col. x 2" Full Color	440
Arts & Ent. Front	6 col. x 2" Full Color	330
Faith Front	6 col. x 2" Full Color	330

Premiums subject to copy approval and availability.  
Rates based on annual commitment.

**Daily Chronicle**

Daily-Chronicle.com

1586 Barber Greene Road, DeKalb, IL 60115 • 815-756-4841 • FAX 815-756-2079



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