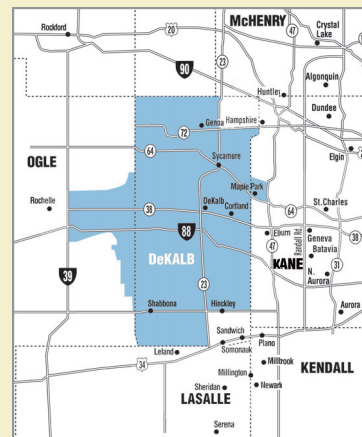


Advertising Rates



- A wonderful mixture of rural, university and small town living, the communities which make up the MidWeek readership are one of the fastest growing areas in the nation.
- The MidWeek community of readers has grown out of a tradition of 3 proud newspapers dating back to 1865 with the Sycamore News and most recently the readers of the Weekly Journal. The MidWeek is now an expanded publication comprised of over 15 communities which includes the University of Northern Illinois.
- Find us online at: www.midweeknews.com

the MidWeek
midweeknews.com



PRINT

Our standard sizes. Custom sizes available per column inch

Full
5 col. x 11"
55 col. in.
\$925

1/2 Page
5 col. x 5.5"
27.5 col. in.
\$470

1/4 Horizontal
3 col. x 4.75"
14.25 col. in.
\$240

1/4 Vertical
2 col. x 7"
14 col. in.
\$240

1/8 Page
2 col. x 3.5"
7 col. in.
\$130

Business Card
2 col. x 2"
4 col. in.
\$70

Columns Widths

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

Premium Position

| | |
|-------------|---------------------|
| Front Cover | Open \$299 each |
| 2 x 3" ad | 3 month \$279 each |
| Full Color | 6 month \$249 each |
| | 12 month \$199 each |

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

Guaranteed Placement:
Add 20% Check for availability.

Inserts

| Quantity | CPM |
|-----------------|---------|
| Less than 5,000 | \$79.00 |
| 5001 - 10,000 | \$69.00 |
| 10,001 - 15,000 | \$63.00 |
| 15,001 - 20,000 | \$58.00 |
| 20,001 - 30,000 | \$53.00 |

| Standard Ad Size | Open | 13x (10% off) | 26x (15% off) | 39x (20% off) | 50x (25% off) |
|------------------|--------|---------------|---------------|---------------|---------------|
| Full | \$ 925 | \$ 875 | \$ 815 | \$ 760 | \$ 650 |
| Half | 470 | 445 | 415 | 385 | 330 |
| Quarter | 240 | 230 | 212 | 197 | 170 |
| Eighth | 130 | 125 | 115 | 108 | 92 |
| Business Card | 70 | 67 | 63 | 59 | 52 |

| Custom Ad Rates | Open | 13x | 26x | 39x | 52x |
|-----------------|----------|----------|----------|----------|----------|
| Per Column Inch | \$ 18.75 | \$ 17.65 | \$ 16.50 | \$ 15.40 | \$ 13.20 |

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

The **MidWeek**

midweeknews.com

SHAW
SUBURBAN MEDIA
of Greater Chicago

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Effective March 31, 2010