

2 column x 2 inches

22p4 x 2 inches
3.722 inches x 2 inches

2 columns x 3 inches

22p4 x 3 inches or
3.722 inches x 3 inches

2 columns x 4 inches

22p4 x 4 inches or
3.722 inches x 4 inches

Economical Frequency Advertising

Business Builder is an economical, frequency advertising program. Help your business grow with a small investment over time that will ensure the best prospects see your message often.

Contracts are available for frequencies of 3, 4, 5 and 7 days per week. Available ad sizes are 2 x 2, 2 x 3 and 2 x 4.

** Limit of two copy changes per month.*

Full-Run Rates

Size	Frequency per week	Rates Per Column Inch			
		6 weeks	13 weeks	26 weeks	52 weeks
2x2	3	\$36.50	\$36.00	\$35.25	\$34.00
2x3	3	\$34.50	\$34.00	\$33.25	\$32.00
2x4	3	\$33.50	\$33.00	\$31.25	\$30.00
2x2	4	\$36.50	\$36.00	\$35.25	\$33.00
2x3	4	\$34.50	\$34.00	\$33.25	\$30.00
2x4	4	\$33.50	\$33.00	\$31.25	\$27.00
2x2	5	\$36.50	\$36.00	\$35.25	\$31.00
2x3	5	\$34.50	\$34.00	\$33.25	\$28.00
2x4	5	\$33.50	\$33.00	\$31.25	\$25.00
2x2	7	\$36.50	\$36.00	\$35.25	\$29.00
2x3	7	\$34.50	\$34.00	\$33.25	\$25.00
2x4	7	\$33.50	\$33.00	\$31.25	\$24.00