

2025 PUBLICATION DATES

Deadline / Publication date

PA	NY	TK	MI	OH	FL	EX
<input type="checkbox"/> *12/23 1/3	<input type="checkbox"/> *12/24 1/3	<input type="checkbox"/> *12/24 1/3	<input type="checkbox"/> *12/20 12/28	<input type="checkbox"/> *12/20 12/28	<input type="checkbox"/> *12/24 1/6	
<input type="checkbox"/> *12/31 1/10	<input type="checkbox"/> *12/31 1/10	<input type="checkbox"/> *12/31 1/10	<input type="checkbox"/> 12/27 1/4	<input type="checkbox"/> 12/27 1/4	<input type="checkbox"/> *12/31 1/13	
<input type="checkbox"/> 1/8 1/17	<input type="checkbox"/> 1/8 1/17	<input type="checkbox"/> 1/8 1/17	<input type="checkbox"/> 1/3 1/11	<input type="checkbox"/> *1/2 1/11	<input type="checkbox"/> 1/8 1/20	<input type="checkbox"/> 1/10 1/27
<input type="checkbox"/> 1/15 1/24	<input type="checkbox"/> 1/15 1/24	<input type="checkbox"/> 1/15 1/24	<input type="checkbox"/> 1/10 1/18	<input type="checkbox"/> 1/10 1/18	<input type="checkbox"/> 1/15 1/27	
<input type="checkbox"/> 1/22 1/31	<input type="checkbox"/> 1/22 1/31	<input type="checkbox"/> 1/22 1/31	<input type="checkbox"/> 1/17 1/25	<input type="checkbox"/> 1/17 1/25	<input type="checkbox"/> 1/22 2/3	
<input type="checkbox"/> 1/29 2/7	<input type="checkbox"/> 1/29 2/7	<input type="checkbox"/> 1/29 2/7	<input type="checkbox"/> 1/24 2/1	<input type="checkbox"/> 1/24 2/1	<input type="checkbox"/> 1/29 2/10	
<input type="checkbox"/> 2/5 2/14	<input type="checkbox"/> 2/5 2/14	<input type="checkbox"/> 2/5 2/14	<input type="checkbox"/> 1/31 2/8	<input type="checkbox"/> 1/31 2/8	<input type="checkbox"/> 2/5 2/17	
<input type="checkbox"/> 2/12 2/21	<input type="checkbox"/> 2/12 2/21	<input type="checkbox"/> 2/12 2/21	<input type="checkbox"/> 2/7 2/15	<input type="checkbox"/> 2/7 2/15	<input type="checkbox"/> 2/12 2/24	<input type="checkbox"/> 2/14 3/3
<input type="checkbox"/> 2/19 2/28	<input type="checkbox"/> 2/19 2/28	<input type="checkbox"/> 2/19 2/28	<input type="checkbox"/> 2/14 2/22	<input type="checkbox"/> 2/14 2/22	<input type="checkbox"/> 2/19 3/3	
<input type="checkbox"/> 2/26 3/7	<input type="checkbox"/> 2/26 3/7	<input type="checkbox"/> 2/26 3/7	<input type="checkbox"/> 2/21 3/1	<input type="checkbox"/> 2/21 3/1	<input type="checkbox"/> 2/26 3/10	
<input type="checkbox"/> 3/5 3/14	<input type="checkbox"/> 3/5 3/14	<input type="checkbox"/> 3/5 3/14	<input type="checkbox"/> 2/28 3/8	<input type="checkbox"/> 2/28 3/8	<input type="checkbox"/> 3/5 3/17	
<input type="checkbox"/> 3/12 3/21	<input type="checkbox"/> 3/12 3/21	<input type="checkbox"/> 3/12 3/21	<input type="checkbox"/> 3/7 3/15	<input type="checkbox"/> 3/7 3/15	<input type="checkbox"/> 3/12 3/24	
<input type="checkbox"/> 3/19 3/28	<input type="checkbox"/> 3/19 3/28	<input type="checkbox"/> 3/19 3/28	<input type="checkbox"/> 3/14 3/22	<input type="checkbox"/> 3/14 3/22	<input type="checkbox"/> 3/19 3/31	
<input type="checkbox"/> 3/26 4/4	<input type="checkbox"/> 3/26 4/4	<input type="checkbox"/> 3/26 4/4	<input type="checkbox"/> 3/21 3/29	<input type="checkbox"/> 3/21 3/29	<input type="checkbox"/> 3/26 4/7	
<input type="checkbox"/> 4/2 4/11	<input type="checkbox"/> 4/2 4/11	<input type="checkbox"/> 4/2 4/11	<input type="checkbox"/> 3/28 4/5	<input type="checkbox"/> 3/28 4/5	<input type="checkbox"/> 4/2 4/14	
<input type="checkbox"/> 4/9 4/18	<input type="checkbox"/> 4/9 4/18	<input type="checkbox"/> 4/9 4/18	<input type="checkbox"/> 4/4 4/12	<input type="checkbox"/> 4/4 4/12	<input type="checkbox"/> 4/9 4/21	
<input type="checkbox"/> 4/16 4/25	<input type="checkbox"/> 4/16 4/25	<input type="checkbox"/> 4/16 4/25	<input type="checkbox"/> 4/11 4/19	<input type="checkbox"/> 4/11 4/19	<input type="checkbox"/> 4/16 4/28	<input type="checkbox"/> 4/18 5/5
<input type="checkbox"/> 4/23 5/2	<input type="checkbox"/> 4/23 5/2	<input type="checkbox"/> 4/23 5/2	<input type="checkbox"/> *4/17 4/26	<input type="checkbox"/> *4/17 4/26		
<input type="checkbox"/> 4/30 5/9	<input type="checkbox"/> 4/30 5/9	<input type="checkbox"/> 4/30 5/9	<input type="checkbox"/> 4/25 5/3	<input type="checkbox"/> 4/25 5/3		
<input type="checkbox"/> 5/7 5/16	<input type="checkbox"/> 5/7 5/16	<input type="checkbox"/> 5/7 5/16	<input type="checkbox"/> 5/2 5/10	<input type="checkbox"/> 5/2 5/10		
<input type="checkbox"/> 5/14 5/23	<input type="checkbox"/> 5/14 5/23	<input type="checkbox"/> 5/14 5/23	<input type="checkbox"/> 5/9 5/17	<input type="checkbox"/> 5/9 5/17		
<input type="checkbox"/> 5/21 5/30	<input type="checkbox"/> 5/21 5/30	<input type="checkbox"/> 5/21 5/30	<input type="checkbox"/> 5/16 5/24	<input type="checkbox"/> 5/16 5/24		
<input type="checkbox"/> 5/28 6/6	<input type="checkbox"/> 5/28 6/6	<input type="checkbox"/> 5/28 6/6	<input type="checkbox"/> *5/22 5/31	<input type="checkbox"/> *5/22 5/31		
<input type="checkbox"/> 6/4 6/13	<input type="checkbox"/> 6/4 6/13	<input type="checkbox"/> 6/4 6/13	<input type="checkbox"/> 5/30 6/7	<input type="checkbox"/> 5/30 6/7		
<input type="checkbox"/> 6/11 6/20	<input type="checkbox"/> 6/11 6/20	<input type="checkbox"/> 6/11 6/20	<input type="checkbox"/> 6/6 6/14	<input type="checkbox"/> 6/6 6/14		
<input type="checkbox"/> 6/18 6/27	<input type="checkbox"/> 6/18 6/27	<input type="checkbox"/> 6/18 6/27	<input type="checkbox"/> 6/13 6/21	<input type="checkbox"/> 6/13 6/21		<input type="checkbox"/> 6/20 7/7
<input type="checkbox"/> 6/25 7/4	<input type="checkbox"/> 6/25 7/4	<input type="checkbox"/> 6/25 7/4	<input type="checkbox"/> 6/20 6/28	<input type="checkbox"/> 6/20 6/28		
<input type="checkbox"/> *7/1 7/11	<input type="checkbox"/> *7/1 7/11	<input type="checkbox"/> *7/1 7/11	<input type="checkbox"/> 6/27 7/5	<input type="checkbox"/> 6/27 7/5		
<input type="checkbox"/> 7/9 7/18	<input type="checkbox"/> 7/9 7/18	<input type="checkbox"/> 7/9 7/18	<input type="checkbox"/> *7/3 7/12	<input type="checkbox"/> *7/3 7/12		
<input type="checkbox"/> 7/16 7/25	<input type="checkbox"/> 7/16 7/25	<input type="checkbox"/> 7/16 7/25	<input type="checkbox"/> 7/11 7/19	<input type="checkbox"/> 7/11 7/19		
<input type="checkbox"/> 7/23 8/1	<input type="checkbox"/> 7/23 8/1	<input type="checkbox"/> 7/23 8/1	<input type="checkbox"/> 7/18 7/26	<input type="checkbox"/> 7/18 7/26		
<input type="checkbox"/> 7/30 8/8	<input type="checkbox"/> 7/30 8/8	<input type="checkbox"/> 7/30 8/8	<input type="checkbox"/> 7/25 8/2	<input type="checkbox"/> 7/25 8/2		
<input type="checkbox"/> 8/6 8/15	<input type="checkbox"/> 8/6 8/15	<input type="checkbox"/> 8/6 8/15	<input type="checkbox"/> 8/1 8/9	<input type="checkbox"/> 8/1 8/9		
<input type="checkbox"/> 8/13 8/22	<input type="checkbox"/> 8/13 8/22	<input type="checkbox"/> 8/13 8/22	<input type="checkbox"/> 8/8 8/16	<input type="checkbox"/> 8/8 8/16		
<input type="checkbox"/> 8/20 8/29	<input type="checkbox"/> 8/20 8/29	<input type="checkbox"/> 8/20 8/29	<input type="checkbox"/> 8/15 8/23	<input type="checkbox"/> 8/15 8/23		
<input type="checkbox"/> 8/27 9/5	<input type="checkbox"/> 8/27 9/5	<input type="checkbox"/> 8/27 9/5	<input type="checkbox"/> 8/22 8/30	<input type="checkbox"/> 8/22 8/30		<input type="checkbox"/> 8/22 9/8
<input type="checkbox"/> 9/3 9/12	<input type="checkbox"/> 9/3 9/12	<input type="checkbox"/> 9/3 9/12	<input type="checkbox"/> *8/28 9/6	<input type="checkbox"/> *8/28 9/6		
<input type="checkbox"/> 9/10 9/19	<input type="checkbox"/> 9/10 9/19	<input type="checkbox"/> 9/10 9/19	<input type="checkbox"/> 9/5 9/13	<input type="checkbox"/> 9/5 9/13		
<input type="checkbox"/> 9/17 9/26	<input type="checkbox"/> 9/17 9/26	<input type="checkbox"/> 9/17 9/26	<input type="checkbox"/> 9/12 9/20	<input type="checkbox"/> 9/12 9/20		
<input type="checkbox"/> 9/24 10/3	<input type="checkbox"/> 9/24 10/3	<input type="checkbox"/> 9/24 10/3	<input type="checkbox"/> 9/19 9/27	<input type="checkbox"/> 9/19 9/27	<input type="checkbox"/> 9/24 10/6	
<input type="checkbox"/> 10/1 10/10	<input type="checkbox"/> 10/1 10/10	<input type="checkbox"/> 10/1 10/10	<input type="checkbox"/> 9/26 10/4	<input type="checkbox"/> 9/26 10/4	<input type="checkbox"/> 10/1 10/13	
<input type="checkbox"/> 10/8 10/17	<input type="checkbox"/> 10/8 10/17	<input type="checkbox"/> 10/8 10/17	<input type="checkbox"/> 10/3 10/11	<input type="checkbox"/> 10/3 10/11	<input type="checkbox"/> 10/8 10/20	
<input type="checkbox"/> 10/15 10/24	<input type="checkbox"/> 10/15 10/24	<input type="checkbox"/> 10/15 10/24	<input type="checkbox"/> 10/10 10/18	<input type="checkbox"/> 10/10 10/18	<input type="checkbox"/> 10/15 10/27	<input type="checkbox"/> 10/17 11/10
<input type="checkbox"/> 10/22 10/31	<input type="checkbox"/> 10/22 10/31	<input type="checkbox"/> 10/22 10/31	<input type="checkbox"/> 10/17 10/25	<input type="checkbox"/> 10/17 10/25	<input type="checkbox"/> 10/22 11/3	
<input type="checkbox"/> 10/29 11/7	<input type="checkbox"/> 10/29 11/7	<input type="checkbox"/> 10/29 11/7	<input type="checkbox"/> 10/24 11/1	<input type="checkbox"/> 10/24 11/1	<input type="checkbox"/> 10/29 11/10	
<input type="checkbox"/> 11/5 11/14	<input type="checkbox"/> 11/5 11/14	<input type="checkbox"/> 11/5 11/14	<input type="checkbox"/> 10/31 11/8	<input type="checkbox"/> 10/31 11/8	<input type="checkbox"/> 11/5 11/17	
<input type="checkbox"/> 11/12 11/21	<input type="checkbox"/> 11/12 11/21	<input type="checkbox"/> 11/12 11/21	<input type="checkbox"/> 11/7 11/15	<input type="checkbox"/> 11/7 11/15	<input type="checkbox"/> 11/12 11/24	
<input type="checkbox"/> 11/19 11/28	<input type="checkbox"/> 11/19 11/28	<input type="checkbox"/> 11/19 11/28	<input type="checkbox"/> 11/14 11/22	<input type="checkbox"/> 11/14 11/22	<input type="checkbox"/> 11/19 12/1	
<input type="checkbox"/> *11/24 12/5	<input type="checkbox"/> *11/25 12/5	<input type="checkbox"/> 11/26 12/5	<input type="checkbox"/> 11/21 11/29	<input type="checkbox"/> 11/21 11/29	<input type="checkbox"/> *11/25 12/8	
<input type="checkbox"/> 12/3 12/12	<input type="checkbox"/> 12/3 12/12	<input type="checkbox"/> 12/3 12/12	<input type="checkbox"/> 11/28 12/6	<input type="checkbox"/> 11/28 12/6	<input type="checkbox"/> 12/3 12/15	
<input type="checkbox"/> 12/10 12/19	<input type="checkbox"/> 12/10 12/19	<input type="checkbox"/> 12/10 12/19	<input type="checkbox"/> 12/5 12/13	<input type="checkbox"/> 12/5 12/13	<input type="checkbox"/> 12/10 12/22	
<input type="checkbox"/> 12/17 12/26	<input type="checkbox"/> 12/17 12/26	<input type="checkbox"/> 12/17 12/26	<input type="checkbox"/> 12/12 12/20	<input type="checkbox"/> 12/12 12/20	<input type="checkbox"/> 12/17 12/29	
<input type="checkbox"/> *12/22 1/2	<input type="checkbox"/> *12/23 1/2	<input type="checkbox"/> *12/23 1/2	<input type="checkbox"/> 12/19 12/27	<input type="checkbox"/> 12/19 12/27	<input type="checkbox"/> *12/23 1/5	
<input type="checkbox"/> *12/29 1/9	<input type="checkbox"/> *12/30 1/9	<input type="checkbox"/> *12/30 1/9	<input type="checkbox"/> 12/26 1/3	<input type="checkbox"/> 12/26 1/3	<input type="checkbox"/> *12/30 1/12	

\* Early Deadline



# 2025 Display Ad INSERTION ORDER

Order Number \_\_\_\_\_

Rep \_\_\_\_\_ Date Submitted \_\_\_\_/\_\_\_\_/\_\_\_\_

## ADVERTISER INFO

Business Name \_\_\_\_\_

Contact Name \_\_\_\_\_

Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Phone/Fax \_\_\_\_\_

Email \_\_\_\_\_

## AD INFO

Type:  Color  BW

Ad Title \_\_\_\_\_

Size: Full  V

Designer Name (if applicable) \_\_\_\_\_

1/2  H  V

1/4  H\*  V

2x2  V\*

Ad file coming by:

Biz  H  V\*

Mail  Email  On File

Ban  H\*  V\*

Section \_\_\_\_\_

3/8  V\*

Special Placement:

Coupon  H

2-page spread

\*classified section only

# of times per paper \_\_\_\_\_

Premium Placement (PAID):

(circle dates on grid)

Top corner

Frequency:  Weekly  Bi-weekly

Right-hand page

Continuous  1X/mo.  Custom

Pre-arranged page # \_\_\_\_\_

Replacement ad for existing order

Front cover

Replacement order for existing order

Auto-Renew

Rotate Ads

Busy Board on Page 3

Busy Board on Back Cover

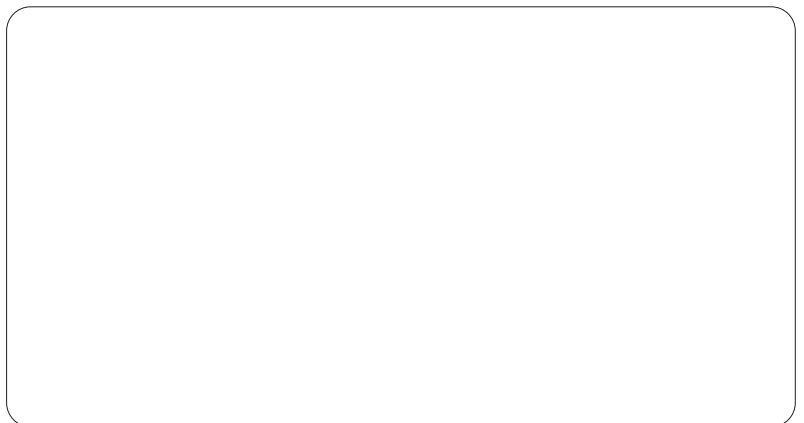
## PAYMENT

Discount (if applicable) \_\_\_\_\_%

Payment:  Please invoice address above

Check # \_\_\_\_\_

To pay with credit card: talk to a representative,  
by phone or in person.



## NOTES & DEFINITIONS

### Multiple Time Discount Guidelines

In order to enjoy the multiple time rates listed here (12-25 time or 26-52 time rate), advertiser must schedule specific edition dates and ad size must remain the same for the entire run. Advertiser may send new artwork for each time. If nothing new is received by the deadline, we will re-run from the previous edition. When ads are scheduled one at a time, they receive the 1-time rate.

### File Handling Code (circle if applicable)

- **Repeat Unless:** Repeat the same ad for the entire order, unless/ until a new ad file is received.
- **New/Backup:** A new file will be sent for each print run. A "generic backup" ad must be provided in case a new file is not received by the deadline
- **Rotate:** 2 or more ads set to rotate in a set order

### Auto Renew

Ads on Auto Renew are printed and invoiced in increments of six. They are automatically repeated until the advertiser contacts us to stop the ad. If an invoice for an "auto renew" ad is overdue, we will stop printing the ad until payment is received.

### Ad Title

This is used to reference the correct file. Example: "Backhoe" or "July 3 Auction" or "Spring Seed Sale"

### Premium Placement Options

Common requests that we can usually accommodate are: Right-hand page, top of page, etc. We will not print an ad upside down.

Due to the additional handling of special placements, there is a placement fee (minimum of \$10 for business cards and \$20 for all other ads). For up-to-date special placement options, please contact each paper with your specific request.

## PRICING & SIZES

All prices shown are **PER TIME**

	Discount	B&W	COLOR
<b>Full</b>			
1-11 times or ads.....		\$ 297.00	392.00
12-25 times or ads.....5%.....	5%	282.15	372.40
26-52 times or ads.....10%.....	10%	267.30	352.80
<b>1/2 (Vert. or Horiz.)</b>			
1-11 times or ads.....		190.00	245.00
12-25 times or ads.....5%.....	5%	180.50	232.75
26-52 times or ads.....10%.....	10%	171.00	220.50
<b>1/4 Vertical</b>			
1-11 times or ads.....		125.00	160.00
12-25 times or ads.....5%.....	5%	118.75	152.00
26-52 times or ads.....10%.....	10%	112.50	144.00
<b>Business Card Horiz.</b>			
1-11 times or ads.....		60.00	80.00
12-25 times or ads.....5%.....	5%	57.00	76.00
26-52 times or ads.....10%.....	10%	54.00	72.00
<b>Coupon</b>			
1 time.....		60.00	60.00
<b>2 x 2 Display Ad</b> <i>Classified Section Only</i>			
1-11 times or ads.....		50.00	50.00
12-25 times or ads.....5%.....	5%	47.50	47.50
26-52 times or ads.....10%.....	10%	45.00	45.00
<b>Business Card Vert.</b> <i>Classified Section Only</i>			
1-11 times or ads.....		75.00	95.00
12-25 times or ads.....5%.....	5%	71.25	90.25
26-52 times or ads.....10%.....	10%	67.50	85.50
<b>Banner Ad Horiz.</b> <i>Classified Section Only</i>			
1-11 times or ads.....		115.00	145.00
12-25 times or ads.....5%.....	5%	109.25	137.75
26-52 times or ads.....10%.....	10%	103.50	130.50
<b>Banner Ad Vert.</b> <i>Classified Section Only</i>			
1-11 times or ads.....		132.00	167.00
12-25 times or ads.....5%.....	5%	125.40	158.65
26-52 times or ads.....10%.....	10%	118.80	150.30
<b>1/4 Horiz.</b> <i>Classified Section Only</i>			
1-11 times or ads.....		142.00	181.00
12-25 times or ads.....5%.....	5%	134.90	171.95
26-52 times or ads.....10%.....	10%	127.80	162.90
<b>3/8 Vert.</b> <i>Classified Section Only</i>			
1-11 times or ads.....		167.00	215.00
12-25 times or ads.....5%.....	5%	158.65	204.25
26-52 times or ads.....10%.....	10%	150.30	193.50

**Full Page**  
7.4 w x 9.6 h

**1/2 Page Horizontal**  
7.4 w x 4.7 h

**1/2 Page Vertical**  
3.6 w x 9.6 h

**1/4 Page Vertical**  
3.6 w x 4.7 h

**Business Card**  
3.5 w x 2 h

**Coupon** 3.3125" w  
x 1.5" h  
.25" radius on corners

### Classified Section Only

<b>Banner</b> 7.5 w x 1.5 h <small>classified section only</small>	
<b>Business Card Vertical</b> 2.3 w x 4 h <small>classified section only</small>	<b>1/4 Page Horizontal</b> 4.8 w x 3.6 h <small>classified section only</small>
<b>2 x 2 Display</b> 2.3 w x 2 h <small>classified section only</small>	<b>Banner Vertical</b> 2.3 w x 8.25 h <small>classified section only</small>
<b>3/8 Page Vertical</b> 4.8 w x 5.9 h <small>classified section only</small>	