



**Display Advertising**

Our display advertising is priced by the column inch. (1.875" wide X 1" tall)

The rate for display ads in the **North Georgia Advocate** is \$17 per column inch. (Circulation approximately 5000 homes.)

The rate for display ads in the **South Georgia Advocate** is \$11 per column inch. (Circulation approximately 3200 homes.)

Ads taken in **both Advocate** editions on a single contract, paid in advance, are priced at a discount. (\$25 per column inch.)

There is a flat \$90 additional fee for color ads, not discountable, for each insertion. (Example: the same color ad in both North and South editions would be \$180 added to the discounted (\$25) column-inch price of the ad.)

The rate charged for laying out non-camera-ready display ads is \$70 per hour. (Minimum charge of one-half hour.)

**Common Display Ad Sizes and Rates**

2 col by 4 (4 inches wide by 4 inches tall)		
NGA	B&W: \$136	Color: \$226
SGA	B&W: \$ 88	Color: \$178
BOTH	B&W: \$200	Color: \$380

3 col by 7 (6.125 inches wide by 7 inches tall)		
NGA	B&W: \$357	Color: \$447
SGA	B&W: \$231	Color: \$321
BOTH	B&W: \$525	Color: \$705

2 col by 5 (4 inches wide by 5 inches tall)		
NGA	B&W: \$170	Color: \$260
SGA	B&W: \$110	Color: \$200
BOTH	B&W: \$250	Color: \$430

Half Page (10.375 inches wide by 6 inches tall)		
NGA	B&W: \$510	Color: \$600
SGA	B&W: \$330	Color: \$420
BOTH	B&W: \$750	Color: \$930

2 col by 6 (4 inches wide by 6 inches tall)		
NGA	B&W: \$204	Color: \$294
SGA	B&W: \$132	Color: \$222
BOTH	B&W: \$300	Color: \$480

Full Page (10.375 inches wide by 12 inches tall)		
NGA	B&W: \$1020	Color: \$1110
SGA	B&W: \$ 660	Color: \$ 750
BOTH	B&W: \$1500	Color: \$1680

3 col by 6 (6.125 inches wide by 6 inches tall)		
NGA	B&W: \$306	Color: \$396
SGA	B&W: \$198	Color: \$288
BOTH	B&W: \$450	Color: \$630

**Classified ads** are \$0.75 per word or group of figures or initials (20 word minimum), for both editions.  
North Georgia Advocate only: \$0.50 per word  
South Georgia Advocate only: \$0.35 per word

**We are pleased to offer two payment options:**

- You may send a check for the total amount due when you return the signed contract.
- Payment by credit card (MasterCard or Visa) can be arranged when you return the signed contract, either by mail or FAX.

For more information, please contact Cherrie Graham, 214-630-6495, x 142, [cgraham@umr.org](mailto:cgraham@umr.org)

## Issue Dates and Advertising Deadlines for 2010

Friday Issue Date	Classified Ads Received by:	Display Ads Placed and and Copy Received by:
01/07/11	12/16	12/10
01/21/11	1/7	1/4
02/04/11	1/21	1/14
02/18/11	2/4	1/28
03/04/11	2/18	2/11
03/18/11	3/4	2/23
04/01/11	3/18	3/11
04/15/11	4/1	3/25
05/06/11	4/21	4/15
05/20/11	5/6	4/29
06/03/11	5/20	5/13
06/17/11	6/3	5/27
07/01/11	6/17	6/10
07/15/11	7/1	6/24
08/05/11	7/22	7/15
08/19/11	8/5	7/29
09/02/11	8/19	8/12
09/16/11	9/2	8/26
10/07/11	9/23	9/16
10/21/11	10/7	9/30
11/04/11	10/21	10/14
11/18/11	11/4	10/28
12/02/11	11/18	11/11
12/16/11	12/2	11/23
01/06/12	12/16	12/16

**Questions?**

**Contact: Cherrie Graham, 214-630-6495, x 142 [cgraham@umr.org](mailto:cgraham@umr.org)**