



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 5200 homes.)

The rate for display ads in the **South Georgia Advocate** is \$11 per column inch. (Circulation approximately 3500 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