

# ADVERTISING RATES

## Bulk & Frequency Discounts

All rates are non-commissionable. Rates effective January 21, 2021.



Display advertising deadline Friday at 5 p.m.

### Jefferson County Leader

Size	1/16	1/8	1/6	1/4	B1/4	1/2	B1/2	3/4	Full
Open	\$111	\$208	\$280	\$409	\$616	\$699	\$837	\$1,017	\$1,264
6 Times	\$104	\$195	\$263	\$373	\$556	\$652	\$781	\$959	\$1,188
13 Times	\$98	\$179	\$242	\$335	\$499	\$610	\$731	\$893	\$1,114
26 Times	\$91	\$165	\$220	\$294	\$445	\$563	\$677	\$839	\$1,041
52 Times	\$83	\$149	\$201	\$262	\$391	\$519	\$624	\$781	\$964
65+ Times	\$79	\$141	\$189	\$247	\$370	\$490	\$589	\$735	\$910

### Arnold-Imperial Leader

Size	1/16	1/8	1/6	1/4	B1/4	1/2	B1/2	3/4	Full
Open	\$101	\$186	\$252	\$360	\$536	\$636	\$753	\$913	\$1,156
6 Times	\$93	\$172	\$233	\$323	\$483	\$586	\$705	\$858	\$1,072
13 Times	\$87	\$158	\$213	\$285	\$430	\$542	\$650	\$808	\$1,001
26 Times	\$82	\$149	\$201	\$262	\$391	\$519	\$621	\$781	\$964
52 Times	\$79	\$140	\$189	\$247	\$370	\$490	\$589	\$735	\$912
65+ Times	\$76	\$134	\$182	\$241	\$355	\$471	\$566	\$708	\$874

### West Side Leader

Size	1/16	1/8	1/6	1/4	B1/4	1/2	B1/2	3/4	Full
Open	\$69	\$126	\$171	\$245	\$364	\$432	\$512	\$619	\$785
6 Times	\$65	\$117	\$158	\$219	\$328	\$398	\$479	\$583	\$729
13 Times	\$61	\$107	\$145	\$194	\$292	\$368	\$442	\$549	\$679
26 Times	\$57	\$99	\$136	\$179	\$266	\$342	\$399	\$499	\$621
52 Times	\$54	\$95	\$128	\$168	\$235	\$299	\$365	\$425	\$515
65+ Times	\$50	\$92	\$124	\$164	\$215	\$250	\$325	\$375	\$425

### Eureka Leader

Size	1/16	1/8	1/6	1/4	B1/4	1/2	B1/2	3/4	Full
	\$50	\$92	\$124	\$164	\$215	\$250	\$325	\$375	\$425

### West Side or Eureka plus Jefferson County or Arnold-Imperial Leader

Size	1/16	1/8	1/6	1/4	B1/4	1/2	B1/2	3/4	Full
Open	\$146	\$269	\$365	\$520	\$773	\$919	\$1,089	\$1,317	\$1,669
6 Times	\$136	\$248	\$336	\$467	\$697	\$847	\$1,019	\$1,240	\$1,549
13 Times	\$127	\$228	\$308	\$411	\$621	\$783	\$939	\$1,167	\$1,445
26 Times	\$119	\$213	\$289	\$379	\$565	\$741	\$878	\$1,099	\$1,363
52 Times	\$114	\$202	\$273	\$357	\$520	\$679	\$819	\$997	\$1,226
65+ Times	\$108	\$194	\$264	\$348	\$490	\$617	\$765	\$931	\$1,115

# Jefferson County and Arnold-Imperial Leader

Size	1/16	1/8	1/6	1/4	B1/4	1/2	B1/2	3/4	Full
Open	\$164	\$303	\$409	\$534	\$794	\$1,060	\$1,257	\$1,599	\$1,963
6 Times	\$157	\$287	\$388	\$509	\$759	\$1,010	\$1,211	\$1,515	\$1,875
13 Times	\$149	\$275	\$370	\$488	\$726	\$963	\$1,156	\$1,447	\$1,789
26 Times	\$142	\$262	\$354	\$465	\$689	\$919	\$1,099	\$1,377	\$1,703
52 Times	\$136	\$245	\$347	\$444	\$651	\$885	\$1,041	\$1,289	\$1,610
65+ Times	\$134	\$243	\$339	\$427	\$640	\$851	\$1,021	\$1,265	\$1,578

# — Jefferson County, Arnold-Imperial and West Side Leader —

Size	1/16	1/8	1/6	1/4	B1/4	1/2	B1/2	3/4	Full
Open	\$206	\$378	\$511	\$666	\$993	\$1,324	\$1,571	\$1,999	\$2,453
6 Times	\$196	\$359	\$485	\$636	\$948	\$1,263	\$1,514	\$1,893	\$2,344
13 Times	\$186	\$344	\$462	\$610	\$907	\$1,204	\$1,444	\$1,788	\$2,236
26 Times	\$177	\$327	\$443	\$579	\$861	\$1,148	\$1,365	\$1,721	\$2,128
52 Times	\$170	\$307	\$434	\$555	\$813	\$1,106	\$1,299	\$1,612	\$2,012
65+ Times	\$167	\$304	\$423	\$534	\$799	\$1,062	\$1,275	\$1,581	\$1,972

## CLASSIFIED

**CLASSIFIED DISPLAY ADS ARE SOLD ON A SIX-COLUMN FORMAT**

**One Leader:** Open .... \$23/inch 13x..... \$21/inch 26x..... \$19/inch

**3-Paper Combo** (All Leaders-Same Week): Open .... \$39/inch 13x..... \$35/inch 26x..... \$30/inch

**Deadline Friday at 5 p.m. Website \$2 per inch additional.**

### Leader Rates - One Leader Rates

1-10 Words..... \$11.00	21-25 Words.... \$18.50	36-40 Words.... \$26.00
11-15 Words.... \$13.50	26-30 Words.... \$21.00	41-45 Words.... \$28.50
16-20 Words.... \$16.00	31-35 Words.... \$23.50	46-50 Words.... \$31.00

### Leader 3-Paper Combo Rates

1-10 Words..... \$18.00	21-25 Words.... \$31.50	36-40 Words.... \$45.00
11-15 Words.... \$22.50	26-30 Words.... \$36.00	41-45 Words.... \$49.50
16-20 Words.... \$27.00	31-35 Words.... \$40.50	46-50 Words.... \$54.00

**Includes publication on myleaderpaper.com.**

## PROFESSIONAL SERVICE DIRECTORY

**\$40**

per one-paper insertion

**\$70**

per two-paper insertion

**\$90**

per three-paper insertion

**\$110**

per four-paper insertion

Requires 4-time minimum run.

## AD COLOR PRICING FOR B 1/4 OR SMALLER

**Classified display ads smaller than 1/16:**

**1 paper \$15 • 2 papers \$30  
3 papers \$45 • 4 papers \$60**

**Classified word only ads:**

**1 paper \$5 • 2 papers \$10  
3 papers \$15 • 4 papers \$20**

Size	1/16	1/8	1/6	1/4	B 1/4
1 Paper	\$26	\$48	\$64	\$85	\$115
2 Papers	\$47	\$86	\$115	\$153	\$215
3 Papers	\$65	\$120	\$160	\$212	\$280
4 Papers	\$79	\$149	\$199	\$249	\$334

## AD COLOR PRICING FOR LARGER THAN B 1/4 PAGE

One Publication

**\$150**

one paper

Two Publications

**\$280**

two papers

Three Publications

**\$350**

three papers

Four Publications

**\$399**

four papers

Larger than Bonus 1/4 page