

# URBAN VIEWS WEEKLY

## RATE CARD (January 1, 2012)

	Size	One-Time	4-7x, 5%	8-25x, 15%	26-52x, 25%
Full Page 6 col	9.89 x 9.5"	1,475	1,400	1,253	1,106
1/2 Page 3 col, vert	4.89 x 9.5"	745	707	633	558
1/2 Page 6 col, horiz	9.89 x 4.7"	745	707	633	558
1/3 Page 2 col	3.22 x 9.5"	525	598	446	393
1/4 page 3 col	4.89 x 4.7"	395	375	335	296
Strip 6 col	9.89 x 2"	360	342	306	270
1/6 page 3 col Biz Card, 2 col	4.89 x 3" 3.22 x 2.25"	270 -	256 -	229 50	202 50

Minimum Biz Card order is 8 times consecutively.  
We want to increase the likelihood of your success. Two free ad changes allowed.  
Must pay each 4 weeks in advance.

**Open Rate \$29.99 per column Inch**

**Deadlines:** Space reservation deadline: 7 days prior—Wed. 5 p.m.

Material deadline: Thursday Prior 5 p.m.

Published Wednesday.

**Display Advertising Rate:** Color \$175<sup>00</sup> (per ad) (All rates are net.)

**Frequency discounts:** 4-7x (ads must run within 2 month period)  
8-25x (ads must run within 12 month period)  
25-52x (ads must run within 12 month period)

**Ad materials (.pdf format):** Email ads to your Account Rep. or [Publisher@UrbanViewsWeekly.com](mailto:Publisher@UrbanViewsWeekly.com)

**Pre-Prints:** \$35<sup>00</sup> per thousand

**All rates are net**