

Tri-City Record

The Hometown Newspaper for Coloma, Hartford and Watervliet

138 N. Main St., P.O. Box 7, Watervliet MI 49098

(269) 463-6397 Fax 463-8329 E-mail record@tricityrecord.com

NEW Web site: www.tricityrecord.com

Karl Bayer publisher & editor

Amy Loshbough business manager

2023 Advertising Rates - Per Column Inch

\$16.00 first insertion \$13.00 repeat

52-week contract rate... \$12.00 per column inch

Print Ready Ads --- \$13.00 per column inch

Color Charges

Add \$25 for ads less than 24 column inches

No color charge for ads more than 24 col. inches

Pre-printed Inserts: 1 page 8.5X11 \$80/CPM

2 page 8.5X11 \$90/CPM 4 page tab \$120/CPM *All political ads must be prepaid*

1 Column Inch "C I" =
2.02" wide x 1" high
There are 105 column
inches to a full page, 10.5"
wide (5 cols) by 21 " high

Business Card Bulletin Board Ads \$100 per month prepaid

\$240.00 3 months prepaid

\$80/month billed thereafter

Want Ads, paid in advance, \$15.00 for minimum of 25 words

Add 10¢/word over 25 words Repeat want ad \$13.00 (+ extra words)

Add \$2 for border

Add \$2.00 for tear sheet

The advertising and news copy deadline for each issue is Noon on Tuesday

Primary circulation zip codes: **Coloma 49038 Hartford 49057 Watervliet 49098**

Plus Benton Harbor 49022 Covert 49043 Eau Claire 49111 Lawrence 49064

The Tri-City Record is a paid circulation, full-sized newspaper averaging the sale of 1,500 copies per week delivered by mail and sold at 42 stores and vending machines. The annual, local subscription rate is \$48.00. News stands, 75¢ per single issue. Digital edition \$32.00 per year

The ad deadline is noon Tuesday for that week's issue. The Record is published on Thursdays.

Who Reads The Tri-City Record? More than 6,000 people read the only hometown newspaper for Coloma, Hartford, and Watervliet faithfully every week. Here's what they told us about the Record by completing a survey. 98% read the Record every week. 3.1 persons share the Record each week.

Plus... more than 5,000 people follow us on Facebook, with up to 30,000 people reached weekly.

1 column wide
x
2 inches deep =
2 column inches
\$32
\$29 to repeat

**ADD \$25 TO THESE
PRICES FOR COLOR**

1 column wide
x
3 inches deep =
3 column inches
\$48
\$39 to repeat

2 column wide
x
2 inches deep =
4 column inches
\$64
\$52 to repeat

2 column wide
x
7 inches deep =
14 column inches
\$224
\$182 to repeat

2 column wide
x
5 inches deep =
10 column inches
\$160
\$130 to repeat

free color

Quarter Page Ad

3 columns wide x
8 inches deep
= 24 column inches
\$384
\$312 to repeat

4 columns wide
x 10 inches deep
= 40 column inches
\$640
\$520.00 to repeat

free color

FREE COLOR

HALF PAGE

5 columns wide by 10.5 inches deep = Half page = 52.5 inches

\$840

repeat \$682.50

FULL PAGE

5 columns wide by 21 inches deep = full page = 105 inches

\$1,680

repeat \$1,365