

# HIGH COUNTRY JOURNAL

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## HCJ Display Advertising Rates and Plans

Size	W x H (inches)	Rate	Rate per month
Business Card	3.25 x 2	\$15 per issue	\$30 per month
Square Card	3.25 x 3.25	\$21.25 per issue	\$42.50 per month
Tall Card	3.25 x 4	\$26 per issue	\$52 per month
1/10 Page	3.25 x 5	\$32.50 per issue	\$65 per month
1/7 Page	5 x 4.5	\$45 per issue	\$90 per month
1/5 Page	5 x 6.25	\$60 per issue	\$120 per month
1/4 Page	5 x 7.5	\$70 per issue	\$140 per month
3/10 Page	6.5 x 7.5	\$85 per issue	\$170 per month
1/3 Page	6.5 x 8	\$90 per issue	\$180 per month
1/2 Page	10 x 7.75	\$130 per issue	\$260 per month
2/3 page	10 x 10.25	\$173 per issue	\$346 per month
Full Page	10 x 15.5	\$260 per issue	\$520 per month

Premium Placement: Add 15%.

Color Upgrade: Add 30%; minimum size 1/5 page.

Prepayment Discounts:  
10% off 3 months / 6 issues  
15% off 6 months / 12 issues  
20% off 12 months / 24 issues

Free Subscription with minimum 3-month prepaid display ad.

Free Business Directory listing with minimum 3-month prepaid display ad.  
Business Directory can be bundled with a perpetual placement agreement.  
Business Directory: \$60 for six months (12 consecutive issues).