

# THE HANCOCK HERALD

## Internet Rate Card

Rates subject to change without notice:

Effective September 13, 2006

- A) **Site Entry Page** - Sold only on a Monthly contract: 

{	275 x 350 pixels	<b>Monthly Rate</b> <b>\$125.00 mo.</b>
	275 x 175 pixels	<b>\$ 80.00 mo.</b>

B) Page 1-6 - News article pages: No ads on these pages

- C) **Real Estate Section:**

{	<b>Rates:</b>	<b>Weekly rate</b>	<b>Monthly Rate</b>
	130 x 425 pixels	<b>\$40.00 wk.</b>	<b>\$ 112.00 mo.</b>
	130 x 350 pixels	<b>\$25.00 wk.</b>	<b>\$ 70.00 mo.</b>
	130 x 200 pixels	<b>\$12.50 wk.</b>	<b>\$ 28.00 mo.</b>

- D) **Leisure & Entertainment Section:**

{	<b>Rates:</b>	<b>Weekly rate</b>	<b>Monthly Rate</b>
	180 x 350 pixels	<b>\$40.00 wk.</b>	<b>\$112.00 mo.</b>
	180 x 175 pixels	<b>\$20.00 wk.</b>	<b>\$ 70.00 mo.</b>
	180 x 90 pixels	<b>\$12.50 wk.</b>	<b>\$ 28.00 mo.</b>

- E) **Classified Section:**
- |   |                                 |                    |                     |                      |
|---|---------------------------------|--------------------|---------------------|----------------------|
|   | <b>Display Classified Rates</b> |                    |                     |                      |
| 1) Up to 25 words - \$3.00. (10 cents each additional word) | {                               | <b>Rates:</b>      | <b>Weekly rate</b>  | <b>Monthly Rate</b>  |
| 2) Picture max. pixel dimensions 110 x 70 pixels - \$5.00   |                                 | 130 x 425 pixels   | <b>\$40.00 wk.</b>  | <b>\$ 112.00 mo.</b> |
|   |                                 | 130 x 350 pixels   | <b>\$25.00 wk.</b>  | <b>\$ 70.00 mo.</b>  |
|   | 130 x 200 pixels                | <b>\$12.50 wk.</b> | <b>\$ 28.00 mo.</b> |                      |

- 1) Monthly rates are applicable when running 4 consecutive weeks.
- 2) Additional discounts may apply for advertisers running in the corresponding paper edition under long term contracts.
- 3) All display ads can link to your web site or/and send to your email at no additional charge.

