

# THE INDIANA PUBLISHER

## Advertising Rates



### Sizes and Rates

Ads are modular in The Indiana Publisher, and only these dimensions are available. Sizes are in inches, not columns by inches.

### Full page

10 (w) x 16 (h)..... \$450

### Half page

10 (w) x 8 (h) ..... \$300

### Quarter page

6 (w) x 8 (h)..... \$180

### Eighth page

6 (w) x 4 (h)..... \$100

### Business card

4 (w) x 2 (h)..... \$50

### Repeat Discounts

Ads scheduled to run for three consecutive publication dates are discounted 15 percent on the second ad and 25 percent on the third. Ads must be exact repeats. The offer does not include business card-size ads.

### Color

Spot color is available for \$70 on the back page only.

### Art

Ads in pdf, eps or jpg formats should be emailed to mtuley@hspa.com.

### Deadlines

The Indiana Publisher is a trade publication from Hoosier State Press Association distributed on alternate Thursdays. Space reservations must be made by the Friday before each issue. Electronic ads must be received by the Monday prior to publication.

*650-plus issues of The Indiana Publisher are mailed to more than 170 newspaper properties every other week.*

The Hoosier State Press Association, founded in 1933, is a trade association representing 175 daily and weekly paid circulation newspapers in Indiana.

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