The North Lawndale Community News

5650 W Madison Ave. Chicago, Illinois 60644
Ph. (773) 576-1011

Local Display Advertising Rates

Effective January 1, 2020

Size		Stimulus Sale (Limited time only)	Sale Price	Back Page	Back Page Sale Price
Full Page	B/W	$800.00	$600.00	(color only)	
	Color	$1000.00	$800.00	$1050.00	$850.00
Half Page	B/W	$425.00	$325.00		
	Color	$525.00	$425.00	$ 550.00	$450.00
Quarter Page	B/W	$ 225.00	$175.00		
	Color	$ 275.00	$200.00	$ 300.00	$225.00
One-Sixth Page	B/W	$ 135.00	$115.00		
	Color	$ 165.00	$120.00	$ 195.00	$150.00
One-Eighth Page	B/W	$ 95.00	$ 75.00		
	Color	$ 135.00	$115.00	$ 160.00	$140.00
Small Businessman's Special	B/W	$ 50.00			
Business Card	B/W	$ 35.00	$ 25.00		
	Color	$ 40.00	$ 35.00	$ 60.00	$ 50.00
Reduced Business Card	B/W	$ 20.00	$ 15.00		
	Color	$ 30.00	$ 25.00	$ 50.00	$ 40.00

Inserts	$ 50.00	(per 1,000 copies)
Classifieds	$ 20.00	($4.00 per extra line)
Help Wanted	$ 10.00	(Sale Price)

Subscription Rates	3 Month	$ 30.00
	6 Months	$ 50.00
	1 Year	$ 85.00

Mechanical Requirements

No. Columns widths for offset make-up

1 ……..	2 -1/16"
2 ……..	4 -1/8"
3 ……..	6 -3 /16"
4 ……..	8-1/4"
5…….....	10-5/16"
Standard Double ….....	21-1/2"
Depth of Column	14.5"
Columns per page……	5

Tab Modular Sizes

1/8 page Horizontal …. 5" W x 3-5/8" H
1/8 page Vertical …..... 2-1/2" W x 7-1/4" H
1/6 page Vertical …..... 3-1/4" W x 7-1/4" H
1/4 page Vertical ……. 5" W x 7-1/4" H
1/2 page Vertical …..... 6-7/8" W x 10-1/4" H
1/2 page Horizontal …. 10-1/4" W x 6-7/8" H
Full Page …….. 10-1/4" W x 13-625" H
Tab Double…….... 20-1/2" W x 13.625" H
1/10 page special vertical 3-3/8" W x 4-7/8" H

Ads prepared for an S.A.U. (Standard Advertising Unit) format can be adapted to fit the North Lawndale Community News format at no extra charge.

10% Discount for 4 times, 20% for 12 times, 25% for 26 times, 30% for 52 times

10% Discount available for Nonprofits, Schools, and 1st time advertisements

Frequency: Weekly – Every Thursday

Circulation: 15,000 copies

Drop Sites: 300+ sites in North Lawndale, South Lawndale, East and West Garfield, Austin, and the Near West and Lower West Communities. **(6,000 copies)**

Door-to-Door Delivery to North Lawndale homes: **(8,000 copies)**

Community meetings and special requests: **(1,000 copies)**