

The North Lawndale Community News
 5650 W Madison Ave. Chicago, Illinois 60644
 Ph. (773) 576-1011

Corporate Display Advertising Rates

Effective January 1, 2025

<u>Size</u>			<u>Back Page</u>
Full Page	B/W	\$1500.00	(color only)
	Color	\$1700.00	\$1800.00
Half Page	B/W	\$800.00	
	Color	\$900.00	\$ 950.00
Quarter Page	B/W	\$ 450.00	
	Color	\$ 475.00	\$ 500.00
One-Sixth Page	B/W	\$ 250.00	
	Color	\$ 275.00	\$ 300.00
One-Eighth Page	B/W	\$ 205.00	
	Color	\$ 235.00	
Small Businessman's Special	B/W	\$ 175.00	
Business Card	B/W	\$ 40.00	
	Color	\$ 45.00	
Reduced Business Card	B/W	\$ 25.00	
	Color	\$ 35.00	
Inserts		\$ 100.00	(per 1,000 copies)
Classifieds		\$ 35.00	(\$4.00 per extra line)
Help Wanted		\$ 20.00	(Sale Price)
Subscription Rates	3 Month	\$ 40.00	
	6 Months	\$ 60.00	
	1 Year	\$ 95.00	

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 6-1/4" H
1/2 page Vertical	6-7/8" W x 9-3/8" H
1/2 page Horizontal.....	10" W x 6-1/4" H
Full Page	10" W x 12-625" 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. **(8,000 copies)**

Door-to-Door Delivery to homes: **(6,000 copies)**

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