

ROP Print & Digital Advertising Rates

Wednesday Publication

Description	1-3X	4-6X	7-13X	14-25X	26-51X	52X
Front Page Top Banner	\$100	\$95	\$90	\$85	\$80	\$75
Front Page Bottom Banner	\$95	\$90	\$85	\$80	\$75	\$70
Full Page*	\$924	\$895	\$882	\$741	\$660	\$527
Half Page*	\$467	\$456	\$446	\$371	\$330	\$264
Quarter Page*	\$238	\$235	\$229	\$193	\$172	\$139
Eighth Page*	\$126	\$124	\$121	\$103	\$92	\$67
Sixteenth Page*	\$83	\$81	\$79	\$68	\$62	\$41
Card	\$29	\$28	\$27	\$23	\$21	\$16

INCLUDED DIGITAL FOR SMITHVILLE REVIEW

* Ad includes 1,000 impressions on Smithville Review & Southern Standard websites

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ROP PCI	\$7.25	\$6.60	\$6.92	\$5.80	\$5.15	\$4.10

6 column format. Rates are per edition.

Non-profit use 52x rate
Color is an additional \$150

Digital Only

Impressions are combination of Smithville Review & Southern Standard sites

Leaderboard or Rectangle
\$25 - 2,500 impressions

Classifieds

Line Ad - \$6.00 for 20 words
10 cents each additional word
Display - \$6.25 per column inch

Legal

Legal notices - \$7.25 pci

