



AD WORKSHEET

Design your own, or use our design service.
Other sizes available. Color offered at an additional charge.
Call Carole at (217) 698-8500, extension 168, for details.

BASE AD RATE - \$12.20 per column-inch

Column-inch equals number of columns times height in inches.

COLOR

Half to Full-page ad \$100.00

Half-page and smaller \$50.00

1/3 Page - 3 columns wide by 3 inches deep = \$109.80

2 columns wide by 3 inches deep = \$73.20

2 columns wide by 2 inches deep = \$48.80

1 columns wide by
5 inches deep = \$61.00

2 columns wide by 5 inches deep = \$122.00

1 columns wide by
3 inches deep = \$36.60

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Other sizes available, in 1, 2,
and 3 column widths, up to
9.25 inches in height, including:

Full-page ad

3 columns by 9.25 inches
(7.25 inches by 9.25 inches)
\$338.55

BASIC UNITS TO REMEMBER

3 Column = 7.25"

2 Column = 4.75"

1 Column = 2.30"

1/2 Page - 3 columns wide by 4.57 inches deep = \$167.26