

# ADVERTISING RATES

Display Advertising Charges - \$32.70 per column inch (Gross Rates)

## Sizes and Gross Rates

Ad Size	Dimensions	B/W	Full Color
Full Page	5 Cols x 13-7/8 in	\$2,289.00	Plus \$600.00
3/4 Page	4 Cols x 12-7/8 in	\$1,700.40	Plus \$450.00
2/3 Page	4 Cols x 10-7/8 in	\$1,438.80	Plus \$400.00
1/2 Page	5 Cols x 6-7/8 in	\$1,144.50	Plus \$300.00
1/3 Page	3 Cols x 6-7/8 in	\$686.70	Plus \$200.00
1/4 Page	3 Cols x 5-7/8 in	\$588.60	Plus \$150.00
1/8 Page	2 Cols x 4-3/8 in	\$294.30	Plus \$75.00
Business Card	2 Cols x 1-7/8 in	\$130.80	Plus \$30.00

## Special Placement

Back page (full color)	5 Cols x 13-7/8 in	\$5,200.00
Back page strip	5 Cols x 2-7/8 in	\$1,620.00
Pre-printed inserts	Minimum 10,000	\$60 Per thousand. Non-commissionable

## Column Widths

1 Col	1-3/4 in or 11 picas across
2 Cols	3-3/4 in or 23 picas across
3 Cols	5-3/4 in or 35 picas across
4 Cols	7-3/4 in or 47 picas across
5 Cols	9-3/4 in or 59 picas across

Frequency Discounts are available.



# The IrishEcho

The USA's most widely read Irish-American newspaper