



Newspaper and Website Advertising Rates

Advertising Rates

\$7.00 per square inch.

Newspaper Page Specifications

15" high by 10.375" (4 columns wide)

Each column is 2.5 inches wide

with a .21 of an inch gutter between columns

1 column wide = 2.5 inches

2 columns wide = 5 inches

3 column = 7.5 inches

4 column = 10 inches

Tentative Print Dates

September 26th - Fargo Edition

October 24th - College Preview

November 21 - High School Preview

December 12th or 19th

January 15th - National Duals

February 6th - HS Post-season Issue

March 5th - State and Duals

March 26th - College Nationals Edition

May 21st - Academic All-State

Examples of ad sizes and cost:

Size	Col. Inches	Cost
1 col. x 3 in.	3.0	\$21.00
2 col. x 2 in.	4.0	\$28.00
2 col. x 3 in.	6.0	\$42.00
2 col. x 5 in.	10.0	\$70.00
3 col. x 4 in.	12.0	\$84.00
2 col. x 7.5 in.	(1/4 page)	\$105.00
4 col. x 5 in.	20.0	\$140.00
3 col. x 8 in.	24.0	\$168.00
3 col. x 10 in.	30.0	\$210.00
4 col. x 9 in.	36.0	\$252.00
4 col. x 15 in.	(Full page)	\$420.00

** If you advertise in 3 or more issues,
we'll charge only 1/2 price for one issues.*

Full Color is an additional \$25.00

Spot Color is an additional \$10.00

Advertising Deadlines

Advertisers must have their information into The Predicament two weeks prior to the tentative print date of that issue so we can create the ad and send it back to advertisers for their approval and to make corrections.

Pre-made ads can be sent up to 3 days before tentative print date of that publication

Website Banner Ad Pricing

Top Banner	468 x 60 pixels	\$80/month
Single Side Banner	165 x 125 pixels	\$30/month
Double Side Banner	165 x 250 pixels	\$60/month

Youth Tourney and Camp flyers

\$60.00 for website only

\$30.00 if also advertise in newspaper

State Tournament Congratulation ads

1/4 page - \$75.00

1/2 page - \$150.00

Full Page - \$300.00

Advertising Contact

G. Wyatt Schultz

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Email: advertise@thepredicament.com

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