



THE PREDICAMENT

Newspaper and Website Advertising Rates

Advertising Rates

\$7.00 per square inch.
Newspaper Page Specifications
15" high by 10.375" (6 columns wide)
Each column is 3.3 inches wide
with a .25 of an inch gutter between columns
2 columns wide = 3.3 inches
3 column = 5 inches
6 column = 10 inches

Examples of ad sizes and cost:

Size	Col. Inches	Cost
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 3 in.	9.0	\$84.00
3 col. x 7.5 in.	(1/4 page)	\$120.00
6 col. x 3 in.	18.0	\$126.00
3 col. x 10 in.	30.0	\$210.00
6 col. x 5.1875 in.	(1/2 page)	\$215.00
6 col. x 15.375 in.	(Full page)	\$420.00

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

Full Color ad is an additional \$25.00
Spot Color ad 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 or to make corrections. Pre-made print ready to size ads can be sent up to 4 days before tentative print date of that publication

2015-2016 Tentative Print Dates

September 28..... Fargo Edition
October 19..... College Preview
November 16..... High School Preview
December 14..... High School Action Issue
January 11..... National Duals
February 1..... HS Post-season Issue
February 29..... State and Duals
March 28..... College Nationals Edition
May 9..... Academic All-State Edition

Website Banner Ad Pricing

Top Banner Rotating Ad 468 x 60 pixels \$150/month
\$40/week
(Top banner ads will rotate so all ads receive same quality advertising)
Side Banner Rotating Ad 240 x 150 pixels \$100/month
\$30/week
(side banner ads will rotate so all ads receive same quality advertising)

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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