THE PREDICAMENT

Newspaper and Website Advertising Rates

Advertising Rates

Size	Cost
1/8 Page	
1 Issue	$90
3 Issues	$240
6 Issues	$420
9 Issues	$560
1/4 Page	
1 Issue	$150
3 Issues	$400
6 Issues	$720
9 Issues	$945
1/2 Page	
1 Issue	$250
3 Issues	$675
6 Issues	$1200
9 Issues	$1575
Full Page	
1 Issue	$420
3 Issues	$1140
6 Issues	$2010
9 Issues	$2650

Ad Sizes

1/8 Page ..... 4.75” x 2.5”

1/4 Page ..... 4.75” x 5”

1/2 Page ..... 9.5” x 5”

Full Page.....9.5”” x 10”

2016-2017 Tentative Print Dates

September 26	Fargo Edition
October 17	College Preview
November 16	High School Preview
December 12/19	High School Action Issue
January 9	National Duals
February 1	HS Post-season Issue
February 27	State and Duals
March 27	College Nationals Edition
May 8	Academic All-State Edition

Website Banner Ad Pricing

Top Banner Rotating Ad — 468 x 90 pixels — $125/month or $40/week

(Top banner ads will rotate so all ads receive same quality advertising)

Side Banner Rotating Ad — 240 x 150 pixels — $100/month or $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

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

Advertising Contact

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