



# The Herald

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First place comprehensive coverage (Lahar Valley) -- WNPA Better Newspaper Contest 2007

Second place general excellence — SPJ Excellence in Journalism competition 2007

Third place general excellence — WNPA Better Newspaper Contest 2007

Effective December 1, 2008

## 2009 Rates per column inch

Frequency	4	13	26	52
Total Commitment	\$7,616	\$24,283	\$47,627	\$93,308
<b>Full Page 129"</b>	\$1,904.04	\$1,867.92	\$1,831.80	\$1,794.39
Cost per inch	\$14.76	\$14.48	\$14.20	\$13.91

Frequency	4	13	26	52
Total Commitment	\$3,866	\$12,326	\$24,177	\$47,436
<b>Half Page 63"-64.5"</b>	\$966.42	\$948.15	\$929.88	\$912.24
Cost per inch	\$15.34	\$15.05	\$14.76	\$14.48

Frequency	4	13	26	52
Total Commitment	\$2,035	\$6,494	\$12,763	\$25,043
<b>Quarter Page 31.5"</b>	\$508.80	\$499.52	\$490.88	\$481.60
Cost per inch	\$15.90	\$15.61	\$15.34	\$15.05

Frequency	4	13	26	52
Total Commitment	\$518	\$1,654	\$3,247	\$6,381
<b>1/8th Page</b>	\$129.44	\$127.20	\$124.88	\$122.72
Cost per inch	\$16.18	\$15.90	\$15.61	\$15.34

Frequency	4	13	26	52
Total Commitment	\$527	\$1,683	\$3,307	\$6,494
<b>1/16th Page (7.5"-15.5")</b>	\$131.76	\$129.44	\$127.20	\$124.88
Cost per inch	\$16.47	\$16.18	\$15.90	\$15.61

Frequency	4	13	26	52
Total Commitment	\$268	\$856	\$1,683	\$3,307
<b>1/32th Page (1" -7.25")</b>	\$67	\$65.88	\$64.72	\$63.60
Cost per inch	\$16.75	\$16.47	\$16.18	\$15.90

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