

Classified Display Advertising Rates

| | Daily 9 Column | Sunday/Wednesday 9 Column |
|-------------------------------|-------------------|------------------------------|
| Annual Contract Special Rates | | |
| Open/Legal Rates | \$9.80 | \$11.20 |
| 200 or More Inches | \$9.00 | \$10.58 |
| 1000 or More Inches | \$8.38 | \$9.76 |
| 2000 or More Inches | \$8.22 | \$9.65 |
| 4000 or More Inches | \$7.96 | \$9.43 |

| Classified 8 col x 21.25" Height | |
|-------------------------------------|-------------|
| Column width | Column size |
| 1 | 1.1564" |
| 2 | 2.4378" |
| 3 | 3.7191" |
| 4 | 5.0005" |
| 5 | 6.2819" |
| 6 | 7.5633" |
| 7 | 8.8446" |
| 8 | 10.126" |
| dtruck | 21.25" |

Classified Reader Rates

| | | | |
|--------|---------|---------|----------|
| 3 days | \$23.00 | 8 days | \$56.52 |
| 4 days | \$29.80 | 9 days | \$63.43 |
| 5 days | \$36.95 | 10 days | \$70.32 |
| 6 days | \$44.01 | 20 days | \$125.58 |
| 7 days | \$49.60 | 30 days | \$187.73 |

Rates are based on an 18 word, 3 days minimum charge. Additional words over 18 will be charged as follows:

| | | | |
|----------|-----|-----------------|-----|
| 3-6 days | 38¢ | 7-19 days | 37¢ |
| | | 20 days or more | 34¢ |

HONOR SYSTEM

P.A.Y.S.

(Pay As You Sell)

CLASSIFIED ADS

Any item \$500 or less (no quantity limits, 1 item per ad)

1. Call 573-686-1414

2. Ad runs until sold

3. Sell item, call to cancel

4. Pay \$5 at time of cancellation

Items priced \$50 and under will run **FREE** for 12 days (limit 10 ads, 1 item per ad)

Classified Reader Deadlines

| | |
|---------------|-----------------------|
| For Monday | 11 AM Friday |
| For Tuesday | 11 AM Monday |
| For Wednesday | 11 AM Tuesday |
| For Thursday | 11 AM Wednesday |
| For Friday | 11 AM Thursday |
| For Sunday | 11 AM Friday |

Holiday deadlines are 24 hours earlier than above.

Errors

In the event an error occurs in your ad, immediate notice must be given as the Daily American Republic will be responsible for the first insertion only.

Ad rates subject to change upon 30 days notice by the Daily American Republic.

Classified Display Repeat Ad Discount

Any display ad that runs in the Daily American Republic may be re-run once (within six days, for a discounted rate.)

Repeat ad inches apply to annual contract space inches.

Daily Repeat Ad Rate.....\$7.96 Col. Inch

Sunday/Wednesday Repeat Ad Rate.....\$9.43 Col. Inch

3 For the Price of 2 Frequency Discount

Any display ad (15 inches or larger) that runs twice within six days may be re-run on Monday or Tuesday at NO CHARGE. No Copy Changes, Please.

Classified Display Deadlines

For Monday.....5 p.m. Friday

For Wednesday.....5 p.m. Monday

For Friday.....5 p.m. Wednesday

Holiday Deadlines are 24 hours earlier than above.

For Tuesday.....5 p.m. Friday

For Thursday.....5 p.m. Tuesday

For Sunday.....5 p.m. Thursday

Daily Dynamos

One column ads classified under appropriate headers in classified section.

4.5" maximum. No copy changes.

1x1.5 \$214.60 28 Times

1x3 \$429.27 28 Times

1x4.5 \$717.61 28 Times

1x1.5 \$117.00 14 Times

1x3 \$233.87 14 Times

1x4.5 \$351.32 14 Times

(28 times are consecutive day insertions. 14 times are every other day insertions)

Yard Sale Ads

1 Col. x 1.5 Inch ads under Yard Sale header ... Monday - \$9.50, Tuesday - \$9.50, Wednesday - \$10.50, Thursday - \$9.50, Friday - \$10.50, Sunday - \$10.50

Wednesday & Thursday Combo Rate - \$15.50,

Thursday & Friday Combo Rate - \$15.50

208 POPLAR • P.O. BOX 7 • POPLAR BLUFF, MO 63902

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