Specialized Print Ads

MARKET PLACE ADS
AD RATES
$8.15 per column inch

POPULAR SIZES
1x3 ............................................. $24.45
1x5 ............................................. $40.75

8 DAY SPECIAL
$15 per 1x3 ad for 8 consecutive papers

PUZZLES SPONSORSHIP
Sudoku .................................... $30/day
Crossword ............................... $30/day
*8 day minimum

PET OF THE WEEK
This weekly feature showcases pets up for adoption in the Tuscaloosa/Northport area along with the sponsor’s ad.
1/8 page (H).............................$125

STICKY NOTES
Sticky Notes are applied to the front page of The Crimson White. The standard size is 3” X 3”, but other sizes are available. The rate is $120 per 1,000 for the standard size note. Price includes printing. Only one sticky note per paper is allowed.

PRE-PRINTED INSERTS
Pre-printed inserts are free-standing inserts placed in The Crimson White.
PPI Rate ............................... $50 per thousand
Quantity ............................... 9,000
Max Size .............................. 11.5” x 13”
Min Size .............................. 8.5” x 11”
Min weight .......................... 60 lb paper

Ship pre-printed inserts to:
The Tuscaloosa News
315 28th Ave
Tuscaloosa, AL 35401

PRINT + INSERT
Includes the printing, delivery, and inserting of all pieces. An additional $5 per thousand will be added for folds and perforation. The prices below include production and delivery to The Crimson White’s print vendor.
Quantity .................................... 9,000
Print Rate .................. $80 per thousand
Insertion Rate ............ $50 per thousand

HAPPY HOUR HANGOUTS
HHH is a specialized listing of Happy Hour specials in Tuscaloosa.
Happy Hour ............................... $433
2 weeks 1/8 page ad ($312 value)
5 tweets ($200 value)
2 weeks in Grit calendar ($150 value)
6 months T-Town Living ($60 value)

Happier Hour ............................... $730
4 weeks 1/8 page ad ($624 value)
10 tweets, 5 w/images ($475 value)
4 weeks in Grit calendar ($300 value)
6 months T-Town Living ($60 value)

Happiest Hour ............................... $1,185
8 weeks 1/8 page ad ($1248 value)
10 tweets w/images ($600 value)
8 weeks in Grit calendar ($600 value)
2 Grit calendar ads ($400)
1 year T-Town Living ($120 value)

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