

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*

Ad size 2x3

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)

2017-18 PUBLISHING SKED

AUG		1	2	3	4	5
	6	7	8	9	10	11
	13	14	15	16	17	18
	20	21	22	23	24	25
	27	28	29	30	31	

SEPT					1	2
	3	4	5	6	7	8
	10	11	12	13	14	15
	17	18	19	20	21	22
	24	25	26	27	28	29

OCT	1	2	3	4	5	6
	8	9	10	11	12	13
	15	16	17	18	19	20
	22	23	24	25	26	27
	29	30	31			

NOV				1	2	3
	5	6	7	8	9	10
	12	13	14	15	16	17
	19	20	21	22	23	24
	26	27	28	29	30	

DEC						1
	3	4	5	6	7	8
	10	11	12	13	14	15
	17	18	19	20	21	22
	24	25	26	27	28	29
	31					

JAN		1	2	3	4	5
	7	8	9	10	11	12
	14	15	16	17	18	19
	21	22	23	24	25	26
	28	29	30	31		

FEB					1	2
	4	5	6	7	8	9
	11	12	13	14	15	16
	18	19	20	21	22	23
	25	26	27	28		

MAR					1	2
	4	5	6	7	8	9
	11	12	13	14	15	16
	18	19	20	21	22	23
	25	26	27	28	29	30

APR	1	2	3	4	5	6
	8	9	10	11	12	13
	15	16	17	18	19	20
	22	23	24	25	26	27
	29	30				