

# URBAN VIEWS WEEKLY

## RATE CARD (JUNE 1, 2008)

	Size	Open Rate \$55.00	4-6x 14%	7-11x 25%	12-24x 30%	25-52x 35%
Back Page 4 columns	43" 9.05 x 10.75"	2,665	2,292	1,999	1,866	1,732
Full Page 4 columns	43" 9.05 x 10.75"	2,365	2,034	1,774	1,656	1,537
3/4 Page 3 columns	32.25" 6.75 x 10.75"	1,765	1,518	1,324	1,236	1,147
1/2 Page 4 columns horiz 2 columns vert	21.5" 9.05 x 5.25" 4.46 x 10.75"	1,175	1,011	881	823	764
3/8 Page 2 columns	16" 4.46 x 8"	880	757	660	616	572
1/4 Page 2 columns 1 column vert 4 columns strip	10.5" 4.46 x 5.25" 2.17 x 10.75" 9.05 x 2.65"	575	495	431	403	374
1/8 Page 2 columns	5" 4.46 x 2.5"	275	237	206	193	179

**Display advertising rate:** Color: \$100.00 in addition to ad space.  
Pre-prints \$49.00 per thousand.

**Frequency discounts for ads 1/8 page or larger:**  
4-6x 14% (ads must run within 2 month period)  
7-11x 25% (ads must run within 3 month period)  
12-24x 30% (ads must run within 6 month period)  
25-52x 35% (ads must run within 12 month period)

**Deadlines:** Space reservation deadline: 12 days prior - Friday 5 p.m.  
Material deadline: Wednesday 5 p.m. week prior  
Published Wednesday

**E-mail (.pdf format):** ads@urbanviewsweekly.com

All rates are gross. Agency commissions may be earned.

We offer a 25% discount to all non-profit organizations that can provide documentation of their status. Non-profit discounts may not be combined with any other discount.