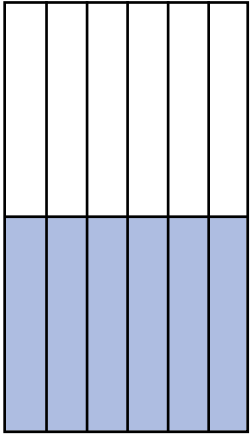


SAMPLE AD SIZES

2021 Retail - 6 column format

1/2 PAGE

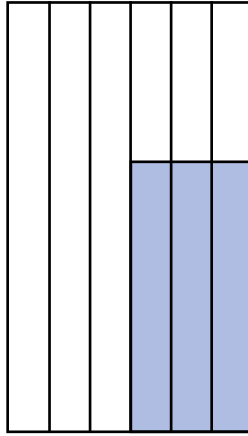


**6 COL X
10.5"**

10.2" X 10.5"
63 col. inches

1 PAPER	\$567⁰⁰
2 PAPERS	\$866²⁵
3 PAPERS	\$1,086⁷⁵
4 PAPERS	\$1,291⁵⁰

1/3 PAGE

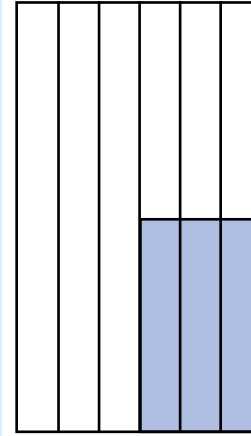


**3 COL X
14"**

5" X 14"
42 col. inches

1 PAPER	\$378⁰⁰
2 PAPERS	\$577⁵⁰
3 PAPERS	\$724⁵⁰
4 PAPERS	\$861⁰⁰

1/4 PAGE

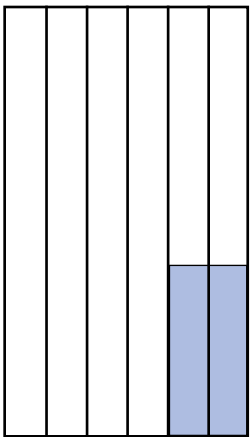


**3 COL X
10.5"**

5" X 10.5"
31.5 col. inches

1 PAPER	\$291³⁸
2 PAPERS	\$441⁰⁰
3 PAPERS	\$551²⁵
4 PAPERS	\$653⁶³

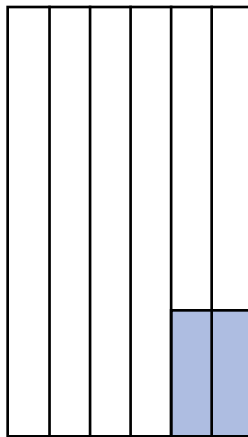
2 COL X 8"



3.2" X 8"
16 col. inches

1 PAPER	\$152⁰⁰
2 PAPERS	\$228⁰⁰
3 PAPERS	\$284⁰⁰
4 PAPERS	\$336⁰⁰

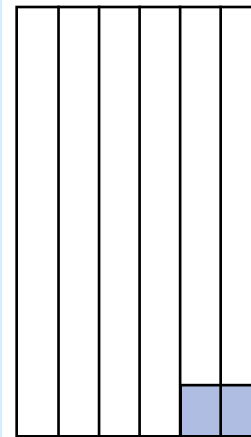
2 COL X 5"



3.2" X 5"
10 col. inches

1 PAPER	\$95⁰⁰
2 PAPERS	\$142⁵⁰
3 PAPERS	\$177⁵⁰
4 PAPERS	\$210⁰⁰

2 COL X 2 1/2"



3.2" X 2.5"
5 col. inches

1 PAPER	\$47⁵⁰
2 PAPERS	\$71²⁵
3 PAPERS	\$88⁷⁵
4 PAPERS	\$105⁰⁰

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discounted rates only apply to the same ad the same week (Wednesday, Thursday, Friday)

River Valley Times is 6 col x 11" page size