



THE GOLD COUNTRY TIMES

The Art, Music, and People of the Gold Country

Advertising Rates

(Subject to change with or without notice)

AD TYPE	AD SIZE	6 months	3 months	1 month
Mini Billboard	2 col. X 3"	\$60	\$80	\$100
Small Billboard	2 col. X 5"	\$80	\$100	\$120
Dollar Bill	3 col. X 3.25"	\$100	\$120	\$140
Billboard	3 col. X 6.25"	\$180	\$200	\$220
Large Billboard	3 col. X 7.75"	\$220	\$240	\$260
Half Page	5 col. X 7.75"	\$280	\$320	\$340
3/4 Page Inside	5 col. X 11.6"	\$360	\$380	\$460
Full Page Inside	5 col. X 15.5"	\$460	\$480	\$500
Full Page Inside BC	5 col. X 15.5"	\$540	\$590	\$640
Full Page Outside BC	5 col. X 15.5"	\$650	\$700	\$750
Front Onsert	5 col. X 15.5"	\$750	\$800	\$850

COLOR: All 3/4 & Full Pages are in four process color &/or as submitted by advertiser. The exception is in the event GCT run is a Black & White run; all ads will be Black & White with no change in rates. **Mini Billboards to Half Page** depends on where placement is made in the GCT. Should it be on a color page it will be in color if submitted by advertiser in color. If placement is on a Black & White page it will be a Black & White ad. All rates above are B&W rates. Color is a bonus.

Ad Artwork: Submissions need to be a minimum of 300DPI (PPI) resolution Jpeg file format. Copies of Advertiser provided art from business cards, etc. will have a lower than acceptable resolution and will only be used with the advertisers permission. GCT retains the right to refuse artwork.

Professional Graphic Artwork is available on a fee basis and dependent on ad size purchased. Maximum is \$120 for a Full Page ad (subject to change). The artist has over 30 yrs. experience.

Internet ad placement: All paid ads are duplicated on GCT internet website at no charge. Personal & Business Website design & setup is \$260 for 5 pages; Hosting is \$60/mo - includes Domain Name for one year.

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