



General Advertising Rates Condensed

Front page rates are base on a 13 week run. All other rates are based on a 8 week package. Open rates are for less than 4 weeks continuous and are partially based on production cost amertization. Rates improve with frequency. (13 week, 26 week a 52 week rates).

Front page (bottom half) \$60.00 (top half) \$70.00 Color \$15.00

2x3 ads Front page Color \$40. All other (overlay) \$30.00

Size	Full Color	Overlay	Black & White
3x3	\$45	\$40	\$35
3x5 V	\$55	\$45	\$40
5x3 H	\$55	\$45	\$40
5x5	\$70	\$55	\$50
1/4 Page	\$100	\$80	\$75
1/3 Page	\$110	\$90	\$85
1/2 Page	\$165	\$135	\$125
2/3 Page	\$180	\$160	\$150
Full Page	\$280	\$240	\$225
5x1"	\$40	\$25	\$20
5x2"	\$50	\$35	\$30
10x1"	\$50	\$35	\$30
10x2"	\$70	\$50	\$45
10x3"	\$85	\$65	\$60

In two years TIDBITS has grown to 16 pages, with full color on 4 pages and overlay on 12 pages. Our area of coverage is from Mobile Bay to the Florida State line, and the Inter-costal Waterway to Bay Minette. Our paper is Family Friendly, with content that is interesting, educational and entertaining for all of the family. We are currently printing 11,000 copies per week. We now have over 500 local business locations that we supply our paper to all over Baldwin County. It is our hope that you will become a weekly reader as well as advertiser.

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