CLASSIFIED AD RATES

Line Ads • Box Ads • Display Ads • Legal Notice

Line ads
REGULAR LINE ADS
$25.00 for 3 lines
$7.00 per additional line
(30 characters/spaces per line)

HOUSEHOLD HELP ADS
$35.00 for 3 lines
$10.00 per additional line
(30 characters/spaces per line)

LEGAL NOTICE
$3 per Agate line
1000 Agate lines/page

Display/Box ads

BOX ADS
1-3x insertions: $42.00 per col. inch
4-12x insertions: $39.90 per col. inch
13-25x insertions: $37.80 per col. inch
26x insertions: $33.60 per col. inch

DISPLAY ADS
1-3x insertions: $45.00 per col. inch
4-12x insertions: $42.75 per col. inch
13-25x insertions: $40.50 per col. inch
26x insertions: $36.00 per col. inch

BOX MEASURES
All Box ads are 1 column (1-1/2 inches) wide and use standard serif font, 1 pt. black frame.
$10 additional charge for logos, photos or graphics.

DISPLAY MEASURES
Multiple column widths available. Ads can be set in-house or sent camera ready, to the following specs:
Quark 4.1 (Mac) w/fonts & images, or PDF format,
fonts & images embedded, no RGB or JPEG files.

Web Site ads
There will be a charge of $5.00 for ads to appear in the Classifieds section of the Irish Echo’s web site,
www.irishecho.com. Ads will be online for one week,
and are not archived. Available for box and line ads only.

Measurements
Full page .................................................. 1,000 agate lines
One column .................................. 9 picas (1-1/2 inches)
Two columns ............................ 19 picas (3-1/8 inches)
Three columns ......................... 29 picas (4-7/8 inches)
Four columns ......................... 39 picas (6-1/2 inches)
Five columns ......................... 49 picas (8-1/8 inches)
Six columns ......................... 59 picas (9-7/8 inches)

All copy is accepted conditionally
on editorial approval.
Visa, MasterCard, American Express
and Discover credit cards accepted.

Deadline for space reservations
and ad copy is Friday at 4 p.m.
for the following Wednesday’s paper.

Terms of Credit
All accounts are due and payable upon receipt of
statement. Accounts which are overdue more than
30 days will be charged 1.5% of the unpaid balance
per month. AGENCIES BILLED AT NET RATE .

General Conditions
Publisher reserves the right to reject or cancel any
advertisement, and further reserves the right to cancel
space reservation at any time. Cancellations or
changes in orders may not be made by advertiser or
its agency after the regular deadline.

Publisher shall have no liability for costs or damages if
for any reason it fails to publish an advertisement; or
for typographical errors in the advertisement, but will
reprint that part of an ad in which the error occurs, if it
affects the value of the ad. However, advertisers
should check their ad when it first appears, as
adjustment for errors is limited to the cost of that
portion of the first insertion only, Irish Echo should
be notified immediately of any error.