

# 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

### BOX MEASURES

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

### 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

### 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](http://www.irishecho.com). Ads will be online for one week, and are not archived. Available for box and line ads only.

## 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

## 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.

## 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.