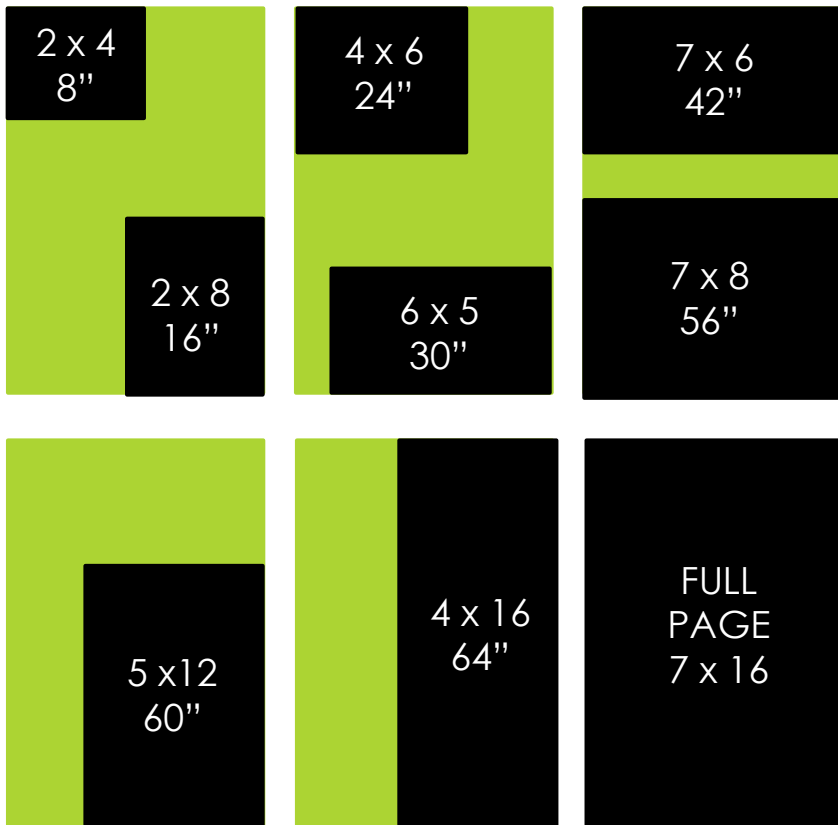


WESTSIDE NEWS WEEKLY NEWSPAPER

Display Ad Rates & Sizes



Column Widths

1 Col. = 1.375" 2 Col. = 2.9"
 3 Col. = 4.4" 4 Col. = 6"
 5 Col. = 7.5" 6 Col. = 9"
 7 Col. = 10.625"

Frequency Discounts

4+ Wks. 10% Off 26 Wks. 25% Off
 8+ Wks. 15% Off 52 Wks. 30% Off
 13+ Wks. 20% Off

AD SIZE Col. inches	EAST		WEST		EAST & WEST COMBINED	
	B&W	w/Color	B&W	w/Color	B&W	W/COLOR
4"	81.00	98.00	54.00	72.00	120.00	152.00
6"	120.50	147.00	81.00	108.00	180.00	228.00
8"	162.00	196.00	108.00	144.00	240.00	304.00
9"	182.25	220.50	121.50	162.00	270.00	342.00
10"	202.50	245.00	135.00	180.00	300.00	380.00
12"	242.00	318.00	161.00	216.00	360.00	456.00
14"	283.50	370.00	189.00	252.00	420.00	532.00
15"	303.75	398.00	202.50	270.00	450.00	570.00
16"	324.00	424.00	216.00	288.00	480.00	608.00
18"	364.50	439.00	243.00	324.00	540.00	684.00
20"	405.00	488.00	270.00	360.00	600.00	760.00
21"	425.25	503.00	283.50	378.00	630.00	798.00
24"	432.00	515.00	292.00	386.00	640.00	815.00
27"	486.50	587.50	298.00	402.00	687.00	899.00
28"	504.00	609.00	305.00	416.00	712.00	950.00
30"	540.00	642.00	318.00	420.00	764.00	1018.00
32"	576.00	648.00	340.00	424.00	815.00	1085.00
36"	648.00	715.00	382.00	515.00	916.00	1145.00
40"	720.00	806.00	424.00	530.00	1018.00	1230.00
48"	790.00	916.00	484.00	610.00	1142.00	1299.00
50"	823.00	943.00	504.00	636.00	1166.00	1430.00
54"	887.00	1031.00	544.00	686.00	1260.00	1546.00
56"	920.00	1069.00	564.00	712.00	1306.00	1603.00
64"	1052.00	1152.00	645.00	746.00	1492.00	1758.00
72"	1120.00	1233.00	659.00	760.00	1537.00	1834.00
80"	1240.20	1368.00	715.00	841.00	1696.00	1920.00
112"(Full)	1415.00	1565.00	780.00	932.00	1775.00	1970.00