

## REGULAR CLASSIFIED RATES

TYPE OF CLASSIFIED	NO CONTRACT	CONDITIONS	RUN TIME	OTHER
Display Ads	\$9.20	Per col. inch First Run	2 <sup>nd</sup> Run = \$5.90 per col. inch	13, 26, & 52 week rates are for consecutive insertions
Commercial Word Ads	\$8.50	Per 20 words, 50¢ for each additional word		
Legal Ads	\$9.20	Per col. inch		
Name Change	\$100.00	Pre-pay only	3 Times	
Alcohol License	\$100.00	Pre-pay only	3 Times	
Not responsible for Debts	\$9.20	Per col. inch Pre-pay only	1 Time	
Concealed Weapon	\$35.00	Pre-pay only	1 Time	
Yard Sales	\$19.00	Pre-pay only	1 Time	2 Times for \$24 Ad listed online
Personal Items Only <small>(not business-related)</small>	Free for 20 words or less.	Over 20 words - \$8.50 flat rate + 50¢ for each word over.		
Post on Internet	1-6 col. inches \$15.00 7+ col. inches \$20.00	1 Week. Posted on Fridays	Combined with print only	No additional discounts

### COLOR ADS

Add \$3.90 per col. inch for color ads

### CLASSIFIED PICK-UP RATE

\$5.90 per col. inch *Ad must remain the same (no changes)  
and run in another Cape Gazette publication within 6 days*

## CAPE SERVICES PAGE\*

Total Commitment	Total Per Week Pre-Paid	Total Contract Pre-paid
13 Week	\$20.80	\$270.40
26 Week	\$18.80	\$488.80
52 Week	\$16.80	\$873.60

*Includes Online. \*Sold as prepaid and contracts only.*

### GRAPHIC REQUIREMENTS

**PDFS PREFERRED.** Exact size with layers flattened, all fonts embedded, CMYK colors, resolution of 170 - 300 dpi.

**PHOTOS & ART SUBMISSIONS** should be high-quality & high-resolution images (at least 170 dpi=in TIFF / JPEG or applicable formats. Fonts Required for ads must be submitted separately and will be substituted if missing or unavailable.

### DEADLINES

#### CLASSIFIED ADS

**Friday Issue** - Wednesday at Noon

**Tuesday Issue** - Friday at Noon

#### CAPE SERVICES

**Friday** for following Friday

**For more information, call 302-645-7700**

## CLASSIFIEDS COLUMN SIZES

RVSD10/21 RC 29

