

# ADVERTISING RATES

## Bulk & Frequency Discounts

All rates are non-commissionable. Rates effective Jan. 1, 2025 editions.

# LEADER

Publications

Display advertising deadline Friday at 4 p.m.

### Jefferson County Leader

Size	1/16	1/8	1/6	1/4	B1/4	1/2	B1/2	3/4	Full
1-5 Times	\$120	\$225	\$303	\$442	\$665	\$755	\$904	\$1,099	\$1,366
6 Times	\$113	\$211	\$285	\$403	\$601	\$705	\$844	\$1,036	\$1,284
13 Times	\$106	\$194	\$262	\$362	\$539	\$659	\$790	\$965	\$1,204
26 Times	\$99	\$179	\$238	\$318	\$481	\$609	\$732	\$907	\$1,125
52 Times	\$90	\$161	\$218	\$283	\$423	\$561	\$674	\$844	\$1,042

### Arnold-Imperial Leader

Size	1/16	1/8	1/6	1/4	B1/4	1/2	B1/2	3/4	Full
1-5 Times	\$99	\$181	\$246	\$350	\$521	\$618	\$733	\$888	\$1,124
6 Times	\$91	\$167	\$227	\$314	\$470	\$570	\$686	\$834	\$1,042
13 Times	\$85	\$154	\$208	\$277	\$419	\$527	\$632	\$786	\$974
26 Times	\$80	\$145	\$196	\$255	\$381	\$505	\$604	\$760	\$938
52 Times	\$77	\$137	\$185	\$240	\$360	\$477	\$573	\$715	\$887

### West Side Leader

Size	1/16	1/8	1/6	1/4	B1/4	1/2	B1/2	3/4	Full
1-5 Times	\$93	\$139	\$202	\$248	\$326	\$378	\$493	\$566	\$639
6 Times	\$88	\$130	\$182	\$232	\$304	\$354	\$461	\$530	\$602
13 Times	\$82	\$121	\$165	\$216	\$285	\$331	\$430	\$495	\$563
26 Times	\$77	\$114	\$154	\$202	\$266	\$309	\$402	\$463	\$526
52 Times	\$72	\$107	\$144	\$189	\$249	\$289	\$376	\$433	\$492

### Eureka Leader

Size	1/16	1/8	1/6	1/4	B1/4	1/2	B1/2	3/4	Full
1-5 Times	\$99	\$167	\$242	\$298	\$391	\$454	\$592	\$679	\$767
6 Times	\$91	\$156	\$218	\$278	\$365	\$425	\$553	\$636	\$722
13 Times	\$85	\$145	\$198	\$259	\$342	\$397	\$516	\$594	\$676
26 Times	\$80	\$137	\$185	\$242	\$319	\$371	\$482	\$556	\$631

### West Side and Eureka Leader

Size	1/16	1/8	1/6	1/4	B1/4	1/2	B1/2	3/4	Full
1-5 Times	\$152	\$221	\$284	\$378	\$529	\$631	\$780	\$997	\$1,120
6 Times	\$142	\$206	\$266	\$353	\$494	\$590	\$728	\$932	\$1,046
13 Times	\$133	\$193	\$250	\$330	\$462	\$551	\$680	\$871	\$978
26-52 Times	\$124	\$181	\$233	\$307	\$432	\$515	\$637	\$815	\$914

## Jefferson County and Arnold-Imperial Leader

Size	1/16	1/8	1/6	1/4	B1/4	1/2	B1/2	3/4	Full
1-5 Times	\$178	\$328	\$442	\$577	\$858	\$1,145	\$1,358	\$1,727	\$2,121
6 Times	\$170	\$310	\$420	\$550	\$820	\$1,091	\$1,308	\$1,637	\$2,025
13 Times	\$161	\$297	\$400	\$528	\$785	\$1,041	\$1,249	\$1,563	\$1,933
26 Times	\$154	\$283	\$383	\$503	\$745	\$993	\$1,187	\$1,444	\$1,840
52 Times	\$147	\$265	\$375	\$480	\$704	\$956	\$1,125	\$1,393	\$1,739

## Jefferson County, Arnold-Imperial, and West Side

Size	1/16	1/8	1/6	1/4	B1/4	1/2	B1/2	3/4	Full
1-5 Times	\$223	\$409	\$552	\$721	\$1,073	\$1,430	\$1,697	\$2,159	\$2,650
6 Times	\$212	\$388	\$524	\$687	\$1,024	\$1,365	\$1,636	\$2,045	\$2,532
13 Times	\$201	\$372	\$499	\$659	\$980	\$1,301	\$1,560	\$1,932	\$2,415
26 Times	\$192	\$354	\$479	\$626	\$930	\$1,240	\$1,475	\$1,859	\$2,299
52 Times	\$184	\$332	\$469	\$600	\$879	\$1,195	\$1,403	\$1,741	\$2,173

## Jefferson County, Arnold-Imperial, West Side and Eureka Leader

Size	1/16	1/8	1/6	1/4	B1/4	1/2	B1/2	3/4	Full
1-5 Times	\$314	\$524	\$724	\$911	\$1,342	\$1,836	\$2,162	\$2,685	\$3,300
6 Times	\$293	\$490	\$677	\$852	\$1,254	\$1,717	\$2,020	\$2,509	\$3,084
13 Times	\$274	\$457	\$632	\$795	\$1,172	\$1,574	\$1,888	\$2,345	\$2,882
26 Times	\$255	\$427	\$591	\$744	\$1,096	\$1,471	\$1,765	\$2,192	\$2,693

## COLOR PRICING

Size	1/16	1/8	1/6	1/4	B 1/4	1/2 or Larger
1 Paper	\$26	\$48	\$64	\$85	\$115	\$150
2 Papers	\$47	\$86	\$115	\$153	\$215	\$280
3 Papers	\$65	\$120	\$160	\$212	\$280	\$350
4 Papers	\$79	\$149	\$199	\$249	\$334	\$350

## PROFESSIONAL SERVICE DIRECTORY

**\$40**      **\$70**      **\$90**      **\$110**  
 per one-paper insertion    per two-paper insertion    per three-paper insertion    per four-paper insertion  
 (COLOR INCLUDED) Requires 4-time minimum run.