

# Tractor Shop Ad Rates

**Classified Ads:** 10¢ per word, minimum charge of \$3.00

**Black/white Photos:** Add \$8.<sup>00</sup> per photo per classified ad

**Color Photos:** Add \$30.<sup>00</sup> per photo per classified ad

## **Black/White Display Ads:**

Full Page: ..... **\$100.<sup>00</sup>** • Size: 7-1/4" x 9-1/2" (limit 800 words)

Half Page: ..... **\$50.<sup>00</sup>** • Size: 7-1/4" x 4-1/2" (limit 400 words)

1/4 Page: ..... **\$25.<sup>00</sup>** • Size: 3-1/2" x 4-1/2" (limit 200 words)

Business Card: ..... **\$15.<sup>00</sup>** • Size: 3-1/2" x 2" (limit 60 words)

1/12 Page: ..... **\$10.<sup>00</sup>** • Size: 2-1/4" x 2" (limit 40 words)

Column Inch: ..... **\$5.<sup>00</sup>** per column inch (limit 20 words per column inch)

**Spot Color:** Add **\$10.<sup>00</sup>** per color

**CALL FOR COLOR DISPLAY AD RATES**