

We LIVE here, we WORK, here,  
we CARE what happens here!

## Standard Rate Chart

### AD RATES

**FULL PAGE**  
10.5 X 10.438"  
1x - \$700  
4x - \$600  
12x - \$500  
6mth - \$450  
Annual- \$400

**1/2 PAGE**  
H: 4.925 X 10.438"  
V: 10 X 5.275"  
1x - \$450  
4x - \$400  
12x - \$350  
6mth - \$300  
Annual- \$250

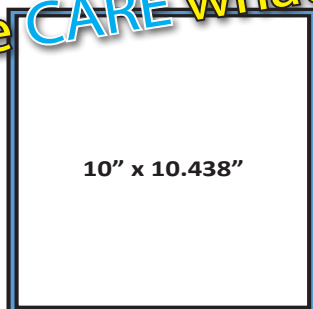
**1/4 PAGE**  
H: 4.925 X 5.275"  
V: 10 X 2.5"  
1x - \$300  
4x - \$250  
12x - \$225  
6mth - \$200  
Annual- \$185

**BANNER**  
H: 10 X 1.75"  
V: 1.75 X 10"  
1x - \$200  
4x - \$175  
12x - \$150  
6mth - \$125  
Annual- \$100

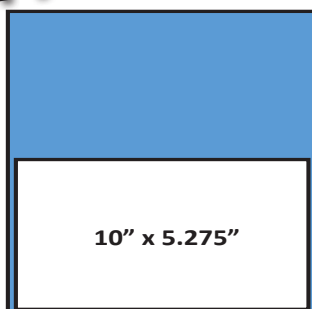
**1/8 PAGE**  
H: 4.925 X 2.25"  
V: 2.25 X 4.9"  
1x - \$175  
4x - \$150  
12x - \$125  
6mth - \$100  
Annual- \$90

**1/16 PAGE**  
V: 2.388 X 2.258"  
1x - \$100  
4x - \$80  
12x - \$75  
6mth - \$65  
Annual- \$50

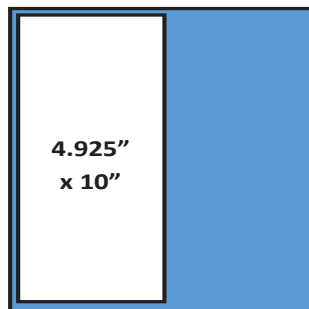
Prices listed are "per advertisement"



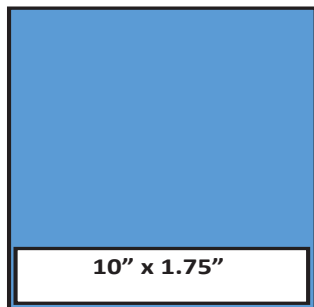
FULL PAGE



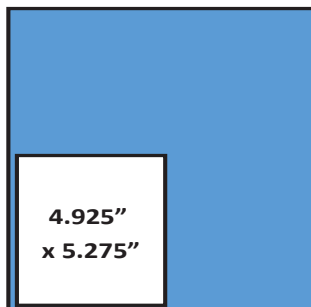
1/2 Page (H)



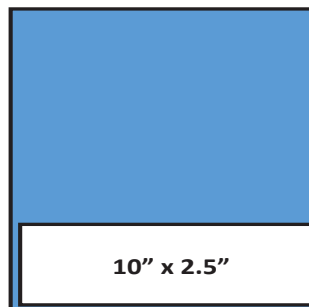
1/2 Page (V)



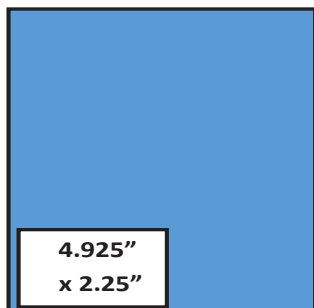
Banner Ad



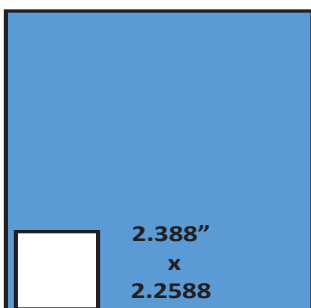
1/4 Page (V)



1/4 Page (H)



1/8 Page (H)



FREE  
COLOR  
ON  
ALL  
ADS!

ALL SIZES LISTED  
AS WIDTH X  
HEIGHT

An estimated 36,000 people read Focus SB / The Inquisitor each week, based on a survey conducted of Subscribers. The Survey suggests that an average of over 6 people read each copy of Focus SB / The Inquisitor. We currently print around 6,000 copies per week, with returns (unsold copies) under 1,000 papers per week. The Readership consists of a variety of readers from low to high income brackets, and occupations that range from blue collar to doctors and lawyers. The e-edition, which is an exact replica of the print paper, is available online at theinquisitor.com, with over 700 online only digital subscribers. Over 1,000 readers subscribe to the printed edition, to be mailed to their home each week. Subscribers are mostly local but we mail papers as far away as California! Focus SB / The Inquisitor is available at over 400 retail locations in Caddo, Bossier, DeSoto and Webster Parishes, which include all Circle K Stores, most Wal-Mart Stores and Dollar General locations, as well as most full service convenience stores. (A listing of these locations is available by request along with zip code distribution).

## Advertise ONLINE

Try something new this year with combination print and online advertising on theinquisitor.com website! Ask your sales rep for details about this highly effective marketing approach.

Space & Copy Deadline  
(Print Ready Only)

Fri Edition - Wed by 4PM  
Tues Edition - Mon by 10 AM

### Contractual Ad Restrictions:

- \* All rates are based on camera ready artwork, provided in PDF, JPG, or TIF formats.
- (In-house ad design is available for a one-time set up fee of \$50 / \$35 for ad change re-design.)
- \* Prices listed are "per advertisement"
- \* Ads must run consecutively and must not skip, either weekly or monthly. Contract must be completed fully or "open rate" difference will be billed to client.

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