

# INLAND

PRESS ASSOCIATION

Take 25% off the rate card with 6 or more insertions!

# Getting in front of real newspaper decision-makers is more cost-effective than ever!

Inland Press Association members are owners, publishers, general managers, production and circulation executives and top editorial leaders.

They are empowered to make buying decisions on your products and services—and they are deeply engaged with Inland’s portfolio of member outreach products, especially our monthly newspaper, *The Inlander*.

In the most recent survey, more than two-thirds of members rated the news and information they get from the print or e-edition of *The Inlander* is “valuable” or “very valuable” for their businesses.

Simply put, members trust Inland.

*The Inlander* offers an audience you want, in an environment that positions your brand as trusted and credible as the association itself.

To demonstrate the effectiveness of advertising in *The Inlander*, we’re making this special offer: **25% off** the rate card for six or more insertions.

Contact Karla Zander, Inland’s Manager of Research and Member Services at [kzander@inlandpress.org](mailto:kzander@inlandpress.org) or 847.795.0380—and **start realizing the ROI of advertising with *The Inlander*!**



## Print ad sizes and rates

DESCRIPTION	RATE TYPE	SIZE IN INCHES	1 ISSUE	3 ISSUES	6 ISSUES	9 ISSUES	12 ISSUES
Full page	Member	10 x 12.25	\$710	\$633	\$600	\$560	\$533
	Non-member		\$853	\$798	\$760	\$726	\$638
1/2 page	Member	10 x 6	\$380	\$347	\$330	\$308	\$292
	Non-member		\$462	\$418	\$396	\$369	\$352
3 column half	Member	5.9 x 5.825	\$210	\$193	\$182	\$171	\$160
	Non-member		\$253	\$237	\$220	\$204	\$193
2 column half	Member	3.9 x 5.825	\$132	\$120	\$115	\$110	\$105
	Non-member		\$171	\$143	\$138	\$132	\$127
2 column full	Member	3.9 x 12.25	\$220	\$204	\$193	\$182	\$170
	Non-member		\$270	\$242	\$237	\$220	\$204
Business card	Member	3.9 x 2.85	\$72	\$66	\$63	\$60	\$55
	Non-member		\$88	\$83	\$77	\$72	\$66

## Web ad sizes and rates

DESCRIPTION	RATE TYPE	SIZE IN PIXELS	1 MONTH	3 MONTHS	6 MONTHS	9 MONTHS	12 MONTHS
Leaderboard	Member	728x90	\$138	\$127	\$115	\$110	\$105
	Non-member		\$165	\$154	\$143	\$132	\$127
Standard cube	Member	300x250	\$138	\$127	\$115	\$110	\$105
	Non-member		\$165	\$154	\$143	\$132	\$127
Double cube	Member	300x600	\$250	\$248	\$231	\$220	\$210
	Non-member		\$330	\$297	\$275	\$264	\$253
Small cube	Member	180x150	\$105	\$94	\$88	\$83	\$77
	Non-member		\$127	\$110	\$105	\$99	\$94

**Classified advertising rate:** \$0.60 per word. For members, the first 30 words are free!

**We can design your ad!** \$100 per ad for members; \$150 for non-members.

**The Inlander is published monthly.** Print ads are due by the 15th of the previous month.



**FOR QUESTIONS OR INFORMATION ABOUT SPONSORSHIPS AND OTHER OPPORTUNITIES, CONTACT:**

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