

2018 DISPLAY AND CLASSIFIED RATES



COUNTRY LIVING

CLASSIFIED (NON-SUBSCRIBER) AD POLICY

Classified Ads include items for sale or wanted by individual owners (non-commercial only). The deadline is Friday at 4:00pm, closing date. The cost is \$14.00 per classified ad, with a 20 word limit, with an additional charge of 50¢ per word over 20 words.

COMMERCIAL ADVERTISING MECHANICAL REQUIREMENT

Country Living is a 4 columns (7-1/4 inches) wide, by 10 inches deep, for a total of 40 inches. Other column widths include: 3 columns - 5-1/2", 2 columns - 3-5/8", 1 column - 1-3/4".

Color Charge: The charge for an extra color in an ad is billed at \$2.00 per inch for spot color, and \$4.00 per inch for process color.

COUNTRY LIVING 100% Mailed

Just like having your very own
'direct mailing' company -- without the cost!

| | 1-9" | 10-19" | 20-29" | 30-40" |
|--------------------|--------|---------------------|--------------------|--------|
| | 19.92 | 18.99 | 17.89 | 17.35 |
| 1x1 | 19.92 | | 2x6.5 | 246.87 |
| 1x1.5 | 29.88 | | 2x7 | 265.86 |
| 1x2 | 39.84 | | 2x7.5 | 284.85 |
| 1x2.5 | 49.80 | | 2x8 | 303.84 |
| 1x3 | 59.76 | | 2x8.5 | 322.83 |
| 1x3.5 | 69.72 | | 2x9 | 341.82 |
| 1x4 | 79.68 | | 1/2 page | 357.80 |
| 1x4.5 | 89.64 | | 3x3.5 | 199.40 |
| 1x5 | 99.60 | | 3x4 | 227.88 |
| 1x5.5 | 109.56 | | 3x4.5 | 256.37 |
| 1x6 | 119.52 | | 3x5 | 284.85 |
| 1x6.5 | 129.48 | | 3x5.5 | 313.34 |
| 1x7 | 139.44 | | 3x6 | 341.82 |
| 1x7.5 | 149.40 | | 3x6.5 | 370.31 |
| 1x8 | 159.36 | | 3x7 | 375.69 |
| 1x8.5 | 169.32 | | 3x7.5 | 402.53 |
| 1x9 | 179.28 | | 3x8 | 429.36 |
| 1/4 page | 189.90 | | 3x8.5 | 456.20 |
| 2x1 | 39.84 | | 3x9 | 483.03 |
| 2x1.5 | 59.76 | 3/4 page | | 520.50 |
| 2x2 | 79.68 | 4x5.5 | | 393.58 |
| 2x2.5 | 99.60 | 4x6 | | 429.36 |
| 2x3 | 119.52 | 4x6.5 | | 465.14 |
| 2x3.5 | 139.44 | 4x7 | | 500.92 |
| 2x4 | 159.36 | 4x7.5 | | 520.50 |
| 2x4.5 | 179.28 | 4x8 | | 555.20 |
| 1/4 page | 189.90 | 4x8.5 | | 589.90 |
| 2x5.5 | 208.89 | 4x9 | | 624.60 |
| 2x6 | 227.88 | Full page | | 694.00 |

~ 2018 Country Living ~ Commercial Advertising CLOSING & MAILING DATES

| Schedule | Closing Date | Mailing Date |
|-----------|--------------|--------------|
| January | Dec. 15 | Jan. 2 |
| February | Jan. 26 | Feb. 5 |
| March | Feb. 23 | March 5 |
| April | March 23 | April 2 |
| May | April 27 | May 7 |
| June | May 25 | June 4 |
| July | June 22 | July 2 |
| August | July 27 | Aug. 6 |
| September | Aug. 24 | Sept. 3 |
| October | Sept. 21 | Oct. 1 |
| November | Oct. 26 | Nov. 5 |
| December | Nov. 23 | Dec. 3 |