



www.exchangeline.com

THE EXCHANGE

113 S. 1st Ave. • Box 349 • Winterset, IA 50273 • Toll Free: 1-877-462-4625 • Fax: 515-462-4575

Media Kit

THE EXCHANGE RATES

Retail Display Advertising Rates
Deadline is Monday NOON

e-mail: ads@exchangeline.com
 website: www.exchangeline.com
 PO Box 349, Winterset, IA 50273
 113 S. 1st Ave., Winterset, IA 50273

Phone: 515-462-4625
Toll Free: 877-462-4625
Fax: 515-462-4575

\$6.00 per column inch for 2 to 12 column inches

Column Inch	B/W Price	\$25 Color Price
Minimum	\$12.00	\$37.00
2	\$12.00	\$37.00
3	\$18.00	\$43.00
4	\$24.00	\$49.00
5	\$30.00	\$55.00
6	\$36.00	\$61.00
7	\$42.00	\$67.00
8	\$48.00	\$73.00
9	\$54.00	\$79.00
10	\$60.00	\$85.00
11	\$66.00	\$91.00
12	\$72.00	\$97.00

\$5.60 per column inch for 25 to 36 column inches

Column Inch	B/W Price	\$45 Color Price
25	\$140.00	\$185.00
26	\$145.60	\$190.60
27	\$151.20	\$196.20
28	\$156.80	\$201.80
29	\$162.40	\$207.40
30	\$168.00	\$213.00
31	\$173.60	\$218.60
32	\$179.20	\$224.20
33	\$184.80	\$229.80
34	\$190.40	\$235.40
35	\$196.00	\$241.00
36	\$201.60	\$246.60

\$5.20 per column inch for 49 to 60 column inches

Column Inch	B/W Price	\$60 Color Price
49	\$254.80	\$314.80
50	\$260.00	\$320.00
51	\$265.20	\$325.20
52	\$270.40	\$330.40
53	\$275.60	\$335.60
54	\$280.80	\$340.80
55	\$286.00	\$346.00
56	\$291.20	\$351.20
57	\$296.40	\$356.40
58	\$301.60	\$361.60
59	\$306.80	\$366.80
60	\$312.00	\$372.00

\$5.85 per column inch for 13 to 24 column inches

Column Inch	B/W Price	\$35 Color Price
13	\$76.05	\$111.05
14	\$81.90	\$116.90
15	\$87.75	\$122.75
16	\$93.60	\$128.60
17	\$99.45	\$134.45
18	\$105.30	\$140.30
19	\$111.15	\$146.15
20	\$117.00	\$152.00
21	\$122.85	\$157.85
22	\$128.70	\$163.70
23	\$134.55	\$169.55
24	\$140.40	\$175.40

\$5.40 per column inch for 37 to 48 column inches

Column Inch	B/W Price	\$45 Color Price
37	\$199.80	\$244.80
38	\$205.20	\$250.20
39	\$210.60	\$255.60
40	\$216.00	\$261.00
41	\$221.40	\$266.40
42	\$226.80	\$271.80
43	\$232.20	\$277.20
44	\$237.60	\$282.60
45	\$243.00	\$288.00
46	\$248.40	\$293.40
47	\$253.80	\$298.80
48	\$259.20	\$304.20

\$5.00 per column inch for 61 to 72 column inches

Column Inch	B/W Price	\$60 Color Price
61	\$305.00	\$365.00
62	\$310.00	\$370.00
63	\$315.00	\$375.00
64	\$320.00	\$380.00
65	\$325.00	\$385.00
66	\$330.00	\$390.00
67	\$335.00	\$395.00
68	\$340.00	\$400.00
69	\$345.00	\$405.00
70	\$350.00	\$410.00
71	\$355.00	\$415.00
72	\$360.00	\$420.00

POPULAR AD SIZES

	B/W Price	Color Price
Full Inside Page	\$590.00	\$650.00
1/2 Page	\$315.00	\$375.00
1/4 Page	\$175.00	\$220.00

PREMIUM PAGES IN SECTION A

Full Front Section A	\$700.00
Full Page 2 Section A	\$675.00
Full Back Section A	\$675.00
1/2 Back Section A	\$385.00

PREMIUM PAGES IN SECTION B

Full Front Section B	\$675.00
Full Page 2 Section B	\$675.00
Full Back Section B	\$675.00
1/2 Back Section B	\$380.00

FULL PAGES GIVEN FIRST PRIORITY

COLOR RATES:

Minimum	\$25	25-48 col. in.	\$45
13-24 col. in.	\$35	49-71 col. in.	\$60
		Over 72 col. in.	\$75

PAGE SETUP RATES:

8½"x11"	\$25	11"x17"	\$35
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Calculating Ad Cost

Multiply column wide by inches tall to get total column inches of space.

Example: a 3 column wide by 5" tall ad is (3 x 5 = 15) 15 column inches of space.

15" is \$87.75 b/w or \$122.75 in color.

Ads available in 1/4" tall increments.

COLUMN WIDTHS:

- 1 Column - 1.1875"
- 2 Column - 2.5000"
- 3 Column - 3.8125"
- 4 Column - 5.1250"
- 5 Column - 6.4375"
- 6 Column - 7.7500"
- 7 Column - 9.0625"
- 8 Column - 10.375"

\$4.90 per column inch for 73 column inches or more + \$75 for color

Classified Ad Rates — Deadline Monday NOON

Personal Classified Ads

\$6.00* for up to 10 words ~10¢ each additional word
 Ad will run for 2 weeks (buy one week, get one week free)

Commercial Classified Ads

(A classified ad is considered a Commercial Classified if it includes a business name/logo in the ad)

\$6.00* for up to 10 words ~10¢ each additional word
 Commercial Classifieds are charged per week

Additions to Classified Ads

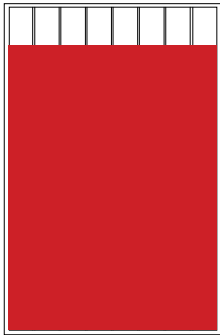
Boxed Classified - add \$2*
 Color Photo Boxed Classified - add \$7*

* Base price for classifieds start at \$6

RETAIL DISPLAY ADVERTISING RATES

Below are premium and popular ad sizes/prices. See previous page for other advertising options - including column sizes.

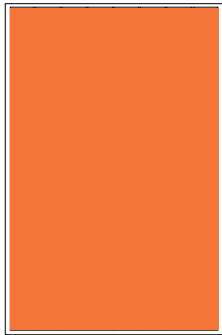
PREMIUM PAGES SECTION A



Front of A

10.375" wide
by 14" tall

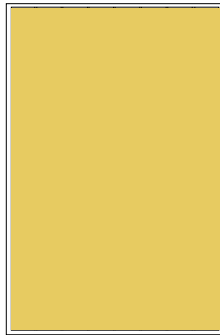
\$700



Full Pg 2 A

10.375" wide
by 16" tall

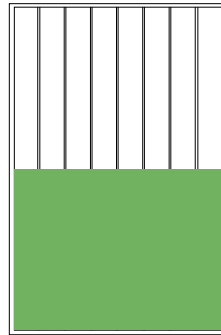
\$675



Full Back A

10.375" wide
by 16" tall

\$675

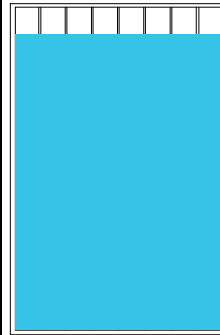


1/2 Back A

10.375" wide
by 7.75" tall

\$385

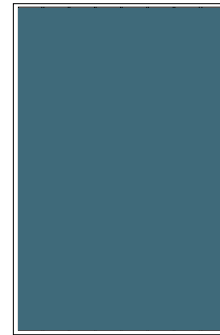
PREMIUM PAGES SECTION B



Front of B

10.375" wide
by 14.5" tall

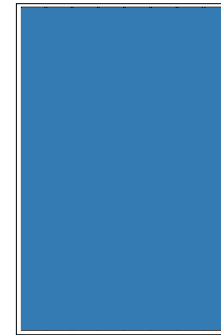
\$675



Full Pg 2 B

10.375" wide
by 16" tall

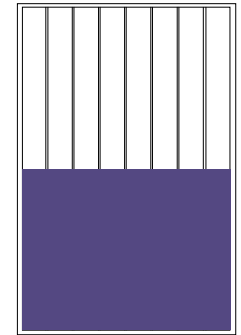
\$675



Full Back B

10.375" wide
by 16" tall

\$675

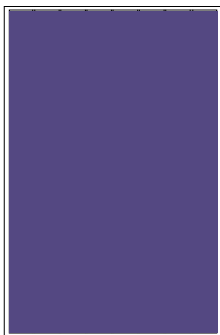


1/2 Back B

10.375" wide
by 7.75" tall

\$380

POPULAR AD SIZES

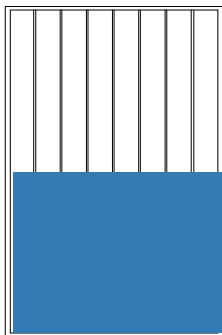


Full Pg

Inside

10.375" wide
by 16" tall

\$650 color
\$590 b/w

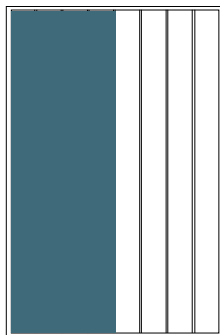


1/2 Pg Horz.

Inside

10.375" wide
by 7.75" tall

\$375 color
\$315 b/w

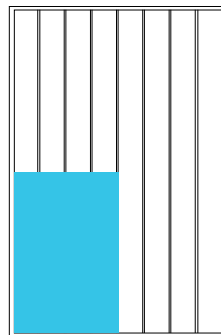


1/2 Pg Vert.

Inside

5.125" wide
by 16" tall

\$375 color
\$315 b/w

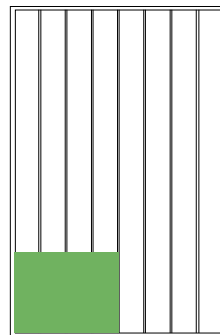


1/4 Pg

Inside

5.125" wide
by 7.75" tall

\$220 color
\$175 b/w

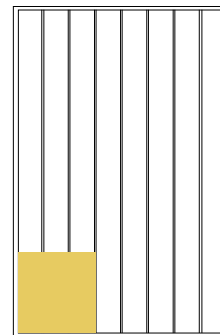


4 col x 4"

Inside

5.125" wide
by 4" tall

\$128.60 color
\$93.60 b/w

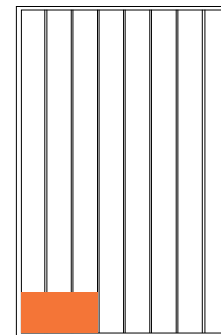


3 col x 4"

Inside

3.8125" wide
by 4" tall

\$97 color
\$72 b/w

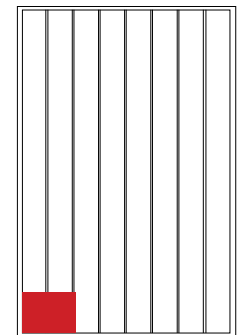


3 col x 2"

Business Card Size

Inside
3.8125" wide
by 2" tall

\$61 color
\$36 b/w



2 col x 2"

Inside

2.5" wide
by 2" tall

\$49 color
\$24 b/w

CLASSIFIED ADVERTISING



THE EXCHANGE

Classified ads start at \$6 for the first 10 words, then 10¢ per word after that.

Personal Classifieds Are Buy One Week, Get One Week Free.

Commercial Classifieds Are Charged Per Week. (A **Commercial Classified** ad includes a business name/logo/website in the ad.)

Rates are per publication. Double the price if you'd like to run in two categories.

Starting at \$6*

2016 FORD ESCAPE SE, red, black interior, very nice car, low miles, \$9,900, 515-555-1212.

The above example is 14 words, so the cost is \$6.40.*

The Exchange classified ad size is 1.1875" wide.
* **Base price for classifieds start at \$6.**

Starting at \$8*

Add a box to your ad for only \$2 extra*

2016 FORD ESCAPE SE, red, black interior, very nice car, low miles, \$9,900, 515-555-1212.

The above example is 14 words, plus a box, so the cost is \$8.40.*

Starting at \$13*

Add a photo and box \$7*



2016 FORD ESCAPE SE, red, black interior, very nice car, low miles, \$9,900, 515-555-1212.

The above example is 14 words, plus color photo, so the cost is \$13.40.*

PETS

FREE BARN CATS: I have several, want them to have a good home, as we are planning on moving in about 8 months and can't take with us. [redacted] leave a message or text and I'll get back with you ASAP. Thank You! Larry

SHIH TZU, APRI, sociable, nice variety. \$800. Text 515-[redacted]

FOR SALE: English Mastiff pups, 2 months old, \$500 OBO. 641-223-6033

A U S T R A L I A N PUPS, two left, (1) blue, (1) black tri male. 515-250-[redacted]

MALE LHASA-APSO/POODLE, chocolate/tan had all shots, dewormed, fluffy, non shedding, \$400. 641-722-[redacted]

THE EXCHANGE GETS RESULTS



POODLE PUPPIES that vet checked, APR, shots & wormed, several colors, \$500-\$700. [redacted]



BLOODHOUND PUPPIES Ready to go \$350. Call: [redacted]

BOXADOR PUPS, wormed, \$75, Lormor. [redacted]

CHIHUAHUA MALE PUPPY, vet checked, shots, wormed, \$250. [redacted]



The Exchange 515-462-4625

ads@exchangeline.com
www.exchangeline.com

**The Exchange is
published every
Tuesday and
delivered on
Wednesday.
Our deadline is
Monday at
12:00 Noon
for all advertising.**

**Call us at:
515-462-4625
OR
Toll Free at
1-877-462-4625.**

TOTAL DISTRIBUTION AREA

Iowa

Adair

Adair
Bridgewater
Fontanelle
Greenfield
Orient
Stuart

Adams

Carbon
Clearfield
Corning

Appanoose

Centerville
Moravia

Audubon

Audubon
Brayton
Exira

Boone

Boone
Madrid
Ogden
Woodward

Carroll

Carroll
Coon Rapids
Glidden

Cass

Anita
Atlantic
Cumberland
Griswold
Massena

Clarke

Murray
Osceola
Weldon

Dallas

Adel
Booneville
Dexter
Dallas Center
DeSoto
Minburn
Perry
Redfield
Van Meter
Waukee

Decatur

Grand River
Lamoni
Leon
Van Wert

Fremont

Shenandoah

Greene

Grand Junction
Jefferson

Guthrie

Bayard
Casey
Guthrie Center
Jamaica
Menlo
Panora
Yale

Jasper

Colfax
Baxter
Monroe
Newton
Prairie City

Lucas

Chariton
Lucas
Russell

Madison

Bevington
Earlham
Macksburg
St. Charles
Truro

Winterset

Mahaska
Oskaloosa

Marion

Attica
Columbia
Knoxville
Melcher-Dallas
Monroe

Pella

Pleasantville

Marshall

Gilman
Laurel
Marshalltown

Monroe

Albia
Lovilla

Montgomery

Red Oak
Stanton
Villisca

Page

Clarinda
Essex

Polk

Altoona
Ankeny
Bondurant
Clive
Des Moines
Grimes
Johnston
Pleasant Hill
Runnells
Urbandale
West Des Moines
Windsor Heights

Pottawattamie

Avoca

Poweshiek

Grinnell

Ringgold

Diagonal
Mt. Ayr
Redding
Tingley

Shelby

Elk Horn
Harlan

Story

Ames
Huxley
Nevada
Slater

Taylor

Bedford
Lenox

Union

Afton
Arispe
Creston
Lorimor

Warren

Carlisle
Cumming
Hartford
Indianola
Lacona
Lakewood
Martensdale
Milo
New Virginia
Norwalk
St. Marys

Wayne

Allerton
Cambria
Corydon
Humeston
Lineville
Promise City
Seymour

Missouri

Gentry

Albany
Stanberry

Grundy

Trenton

Harrison

Bethany
Eagleville

Mercer

Princeton

Nodaway

Hopkins
Maryville

Putnam

Unionville

Sullivan

Milan

Worth

Allendale
Grant City

Published weekly,
The Exchange
prints 30,000 copies
and covers
40 counties in
Central/Southern Iowa
& Northern Missouri.
We offer the best market
coverage for the most
reasonable rates.
Advertising in
The Exchange
GETS RESULTS!

**Your business
is always welcomed
and appreciated.**



THE EXCHANGE

SERVING SOUTH CENTRAL IOWA & BEYOND

www.exchangeline.com

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Distribution Area

