



RETAIL ADVERTISING RATES

KNOWN FACTS ABOUT THE EXAMINER

- ☛ *The Examiner* covers six separate communities—Bartlett, which began hitting the presses in 1991; Carol Stream, the major news source since 1978; Hanover Park, in 1992; Wayne, which began in 1993; Streamwood, in 1997; and South Elgin in 2005.
- ☛ *The Examiner* is strictly a local, community newspaper. All local sports, County, Municipal, Park District and School Board meetings are covered extensively. It also provides a valuable news platform for neighborhoods, churches and civic and social groups.
- ☛ *The Examiner* is sold on newsstands, by subscription through the Internet, and by carrier delivery, door to door.

MECHANICAL SPECIFICATIONS

- ☛ Column Width:
 - 1 Column - 14p0 picas (2.333")
 - 2 Column - 29p6 picas (4.917")
 - 3 Column - 45p0 picas (7.500")
 - 4 Column - 60p6 picas (10.08")
- ☛ Unit Height: 23.9 picas (3.85")
- ☛ Page size: 10" wide x 16" deep; 60p6 picas (w) x 224 agate lines (d).
 email your pdf to:
ads@examinerpublications.com
- ☛ For general rules and regulations, contact your account representative.
- ☛ Deadlines:
 - Friday at **Noon** for ads requiring proofs.
 - Monday at **Noon** for ads to be composed.
 - Monday at **Noon** for placement of Help Wanted or Service Directory ads.



Examiner Publications Inc.

- **BARTLETT**
- **CAROL STREAM**
- **HANOVER PARK**
- **SOUTH ELGIN**
- **STREAMWOOD**
- **WAYNE**

Illinois
 Circulated weekly to
Over 37,800 homes



4N781 Gerber Road
 Army Trail and Gerber Roads
Bartlett, IL 60103

(630) 830-4145
www.examinerpublications.com

Classified

Help Wanted

Per col. inch (two inch minimum)	\$25
Art work scan	\$5
Legals (per column line)	\$1.50
Real Estate (2 min.) Per inch	\$20
Classifieds (per word, 10 word min. 50¢ online)	75¢

Service Directory

1 inch minimum	\$20
Art work scan	\$5
<small>(Classified Column width 9 Picas with a 1 Pica Gally)</small>	
<small>(Classified Column width 1 1/2 inches with a .167 inch Gally)</small>	

Display

Rates Per Unit:

	Bartlett Wayne	Other Towns
Open Rate	\$42	\$28
6 Time Rate	\$36	\$23
13 Time Rate	\$30	\$20
26 Time Rate	\$27	\$17
52 Time Rate	\$20	\$15
Additional Costs: Inserts \$75 M		
Spot Color \$100 Full Color \$275 Page		
Package Color \$375		

**Bartlett 10,000 - Carol Stream 7,000
Hanover Park 5,800 - South Elgin 7,000
Streamwood 7,000 and Wayne 1,000.**

Total Circulation 37,800

Full Page Rates & Contract Pricing

	Bartlett And Wayne	Carol Stream	Hanover Park	South Elgin	Streamwood	All Papers
Open	\$672	\$448	\$448	\$448	\$448	\$2,400
6 Time	\$576	\$368	\$368	\$368	\$368	\$1,900
13 Time	\$480	\$320	\$320	\$320	\$320	\$1,600
26 Time	\$432	\$272	\$272	\$272	\$272	\$1,400
52 Time	\$320	\$240	\$240	\$240	\$240	\$1,200
Pickup	\$320	\$240	\$240	\$240	\$240	

Quarter Page & Contract Pricing

Open	\$168	\$112	\$112	\$112	\$112	\$600
6 Time	\$144	\$92	\$92	\$92	\$92	\$475
13 Time	\$120	\$80	\$80	\$80	\$80	\$400
26 Time	\$108	\$68	\$68	\$68	\$68	\$350
52 Time	\$80	\$60	\$60	\$60	\$60	\$300
Pickup	\$80	\$60	\$60	\$60	\$60	

Cost Per Unit, Open & Contract

Open	\$42	\$28	\$28	\$28	\$28	\$150
6 Time	\$36	\$23	\$23	\$23	\$23	\$118
13 Time	\$30	\$20	\$20	\$20	\$20	\$100
26 Time	\$27	\$17	\$17	\$17	\$17	\$87
52 Time	\$20	\$15	\$15	\$15	\$15	\$75
Pickup	\$20	\$15	\$15	\$15	\$15	

Full Page

Full Page	3x4	4x3	3x3	4x2	2x4	3x2	2x3
\$672 or \$448	\$504 or \$336	\$504 or \$336	\$378 or \$252	\$336 or \$224	\$336 or \$224	\$252 or \$168	\$252 or \$168

Unit Sizes and Prices - Units = 2 5/16 x 3 7/8 Inchs

4x1	2x2	1x4	3x1	1x3	2x1	1x2	1x1
\$168 or \$112	\$168 or \$112	\$168 or \$112	\$126 or \$84	\$126 or \$84	\$84 or \$56	\$84 or \$56	\$42 or \$28
							<small>With a minimum 26X contract only</small>