

The Hudson Independent

AD DIMENSIONS & RATE INFORMATION

1/8 PAGE
4.92" x 3.25"
Greyscale - \$275
Color - \$305

3/16 PAGE
4.92" x 4.92"
Greyscale - \$395
Color - \$435

1/4 PAGE
4.92" x 6.73"
Greyscale - \$530
Color - \$585

**1/2 PAGE
VERTICAL**
4.92" x 13.5"
Greyscale - \$825
Color - \$940

FULL PAGE
10" x 14"
Greyscale - \$1400
Color - \$1,540
Back Cover - \$1,725

BANNER AD - 10" x 2.5"
Color - \$495

Frequency Discounts

- 3-5 insertions: **10% Discount**
- 6-12 insertions: **15% Discount**
- 12 insertions: **20% Discount**

Online Ad (w/ Click Through)

- \$75 per month • 280px X 280px

All rates listed are NET

Not-For-Profit Discount: 25%

**1/2 PAGE
HORIZONTAL**
10" x 6.75"
Greyscale - \$825
Color - \$940