

Hometown Shopper

2021 CLASSIFIED RATES

Effective January 1, 2021

| DIRECTORY ADS | | DA1 (3.083 X .972") | DA2 (3.083 X 2.014") | DA3 (3.083 X 3.056") |
|-------------------------|----------|------------------------|-------------------------|-------------------------|
| Rate per Edition | | \$11.79 | \$22.14 | \$36.79 |
| # of Editions | Discount | DA1 (Per Edition) | DA2 (Per Edition) | DA3 (Per Edition) |
| 2-5 | 5% | \$11.20 | \$21.03 | \$34.95 |
| 6-12 | 10% | \$10.61 | \$19.93 | \$33.11 |
| 13-20 | 15% | \$10.02 | \$18.82 | \$31.27 |
| 21-35 | 20% | \$9.43 | \$17.71 | \$29.43 |
| 36-50 | 25% | \$8.84 | \$16.61 | \$27.59 |
| 51+ | 30% | \$8.25 | \$15.50 | \$25.75 |

| MARKETPLACE & READER'S CHOICE | | |
|-------------------------------|----------|-----------------------------|
| | | \$ Per Line/ Per Edition |
| Front of Book | | \$0.57 |
| # of Editions | Discount | Per Line/ Edition |
| 2-5 | 5% | \$0.54 |
| 6-12 | 10% | \$0.51 |
| 13-20 | 15% | \$0.48 |
| 21-35 | 20% | \$0.46 |
| 36-50 | 25% | \$0.43 |
| 51+ | 30% | \$0.40 |

| CLASSIFIED IN-COLUMN & LINER ADS | | |
|----------------------------------|----------|-----------------------------|
| | | \$ Per Line/ Per Edition |
| Back of Book | | \$0.43 |
| # of Editions | Discount | Per Line/ Edition |
| 2-5 | 5% | \$0.41 |
| 6-12 | 10% | \$0.39 |
| 13-20 | 15% | \$0.37 |
| 21-35 | 20% | \$0.34 |
| 36-50 | 25% | \$0.32 |
| 51+ | 30% | \$0.30 |

| CLASSIFIED RECRUITMENT | |
|------------------------|----------------------|
| # of Editions | Per Line/ Edition |
| 1-5 | \$2.40 |
| 6-12 | \$2.04 |
| 13-20 | \$1.73 |
| 21-35 | \$1.47 |
| 36-50 | \$1.25 |
| 51+ | \$1.06 |

| PREFERRED LISTING | |
|---|---------|
| Random Preferred Customer Listing | ADD 10% |
| Premium Preferred Customer Listing (For Hometown Shopper books 301-325 only) | ADD 25% |

| CLASSIFIED IN-COLUMN & LINER ADS MECHANICAL SIZES | |
|--|--------------|
| 1 x 1 | 1.5 x .972" |
| 1 x 2 | 1.5 x 2.014" |
| 1 x 3 | 1.5 x 3.056" |
| 1 x 4 | 1.5 x 4.097" |
| BOX/BORDER/BANNER LOGO Additional per line/per edition charge. | |

| ENHANCEMENTS | |
|-------------------------|--|
| Box/ Border/ Icon | Additional Per Line/ Per Edition Charge |
| Yellow Highlight | ADD 15% |
| 4-Color Process | ADD 15% |

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