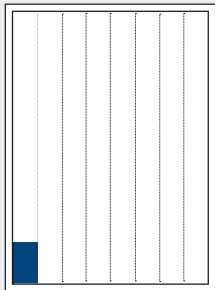


» ADVERTISING | CLASSIFIEDS | FEATURES

Classified Display Advertising

The Observer classifieds work. It's that simple. Advertising prices are based on an 8 column page and an open line rate of 99¢ per agate line. All classified display ads are priced by the open line rate -- except for our Lug ad. (below) Call or email for a quote.



LUG AD
\$45 / insertion
 1 column
 1.1763" w X 2.4375" h

Classified Column Widths

1 column 1.1763" width	5 columns 6.3612" width
2 columns 2.4725" width	6 columns 7.6567" width
3 columns 3.7687" width	7 columns 8.9537" width
4 columns 5.065" width	8 columns 10.25" width

Classified Service Directory

SINGLE \$20 / insertion	1 column 1.1763" w X 2.2" h
DOUBLE \$33 / insertion	2 columns 2.4725" w X 2.2" h
TRIPLE \$48 / insertion	3 columns 3.7687" w X 2.2" h
QUAD \$60 / insertion	2 columns 2.4725" w X 4.85" h

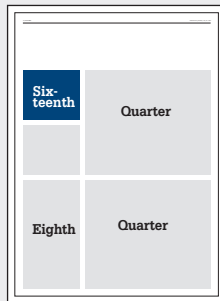
Service directory advertising is booked a minimum of 4 insertions. Advertiser agrees to call to cancel ad run with a sales representative. Discounts do not apply to Service Directory advertising.

CLASSIFIED DEADLINE

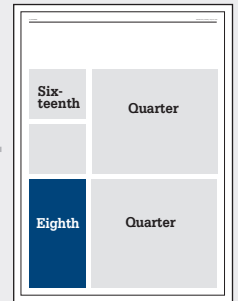
Wednesdays by noon.

Feature Display Advertising

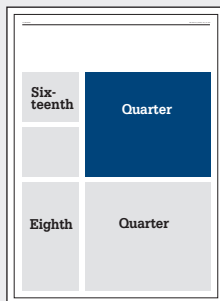
The Observer has a regular schedule of annual and semi-annual advertising features that may be of interest to some of our advertisers. Feature ads are placed within a feature section and do not conform to regular display advertising sizes. Feature sizes and rates are for black and white advertising.



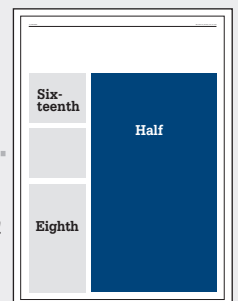
Sixteenth
\$77 / insertion
 2 columns
 3" w X 2.6" h



Eighth
\$149 / insertion
 2 columns
 3" w X 5.5" h



Quarter
\$279 / insertion
 4 columns
 6.5" w X 5.5" h



Half
\$479 / insertion
 4 columns
 6.5" w X 11.25" h

Regular Features

HOME & GARDEN	CAR CARE	GIFT IDEAS
BRIDAL	VALENTINES	FINANCIAL
KIDS CAMPS	HORSE WEEK	ENERGY CONSERVATION
GRILLIN' TIME	MOTHER'S DAY	SIDEWALK SALES
MOONLIGHT MADNESS	MARCH BREAK	EMERGENCY PREPAREDNESS

*Call a sales representative for publishing dates and deadlines

Giving your ads the full potential

We design ads for impact. Colour will enhance the appeal and does attract readership. If you're looking for guaranteed placement we can help out too.

FULL COLOUR

Quarter page and smaller.....	Add \$150
Half page.....	Add \$185
Full page.....	Add \$325

GUARANTEED PLACEMENT

Book ahead and reserve the best spot in the paper.....Add \$45