



The Voice of the West Village

# WestView News

## FREE AD AND DISCOUNTS FOR FIRST-TIME ADVERTISERS

	one-time ad rate	4 insertions, regular rate	3 insertions + 1 free and 10% off for new advertisers	Net savings for new advertisers	Monthly cost over 4 months with discount
<b>Business card size ad —black and white *</b>	\$120.00	\$480.00	<b>\$324.00</b>	<b>\$156.00</b>	<b>\$81.00</b>
<b>Business card size —color *</b>	\$144.00	\$576.00	<b>\$388.80</b>	<b>\$187.20</b>	<b>\$97.20</b>
Dimensions: 3-3/8" wide X 2" high					
<b>1/5-page ad — black and white</b>	\$170.00	\$680.00	<b>\$459.00</b>	<b>\$221.00</b>	<b>\$114.75</b>
<b>1/5-page ad — color</b>	\$204.00	\$816.00	<b>\$550.80</b>	<b>\$265.20</b>	<b>\$137.70</b>
Dimensions: 3-3/8" wide X 4" high					
<b>1/4-page ad — black and white</b>	\$270.00	\$1,080.00	<b>\$729.00</b>	<b>\$351.00</b>	<b>\$182.25</b>
<b>1/4-page ad — color</b>	\$324.00	\$1,296.00	<b>\$874.80</b>	<b>\$421.20</b>	<b>\$218.70</b>
Dimensions: 5" wide X 6-1/8" high					
<b>1/2-page ad — black and white</b>	\$680.00	\$2,720.00	<b>\$1,836.00</b>	<b>\$884.00</b>	<b>\$459.00</b>
<b>1/2-page ad — color</b>	\$816.00	\$3,264.00	<b>\$2,203.20</b>	<b>\$1,060.80</b>	<b>\$550.80</b>
Dimensions: horizontal— 10" wide X 6-1/8" high; vertical — 5" wide X 12-3/4" high,					
<b>Full page ad — black and white</b>	\$1,420.00	\$5,680.00	<b>\$3,834.00</b>	<b>\$1,846.00</b>	<b>\$958.50</b>
<b>Full page ad — color</b>	\$1,704.00	\$6,816.00	<b>\$4,600.80</b>	<b>\$2,215.20</b>	<b>\$1,150.20</b>
Dimensions: 10" wide X 12-3/4" high					

\* Two 1/5-page ads may be taken instead of four business card size ads.

**Print-ready ads should be provided as high-resolution .pdfs by the 24th of each month.**

For clients who do not have a designer or design firm, WestView has agreements with talented designers to contribute their work to the paper by designing ads for a small fee.

**Full-page ads \$100 • Half-page ads \$75 • 1/4-page ads, \$50 • 1/5 and 1/10th-page ads at \$25.**