

**COLUMN WIDTHS:**

1 col. wide	1.875"
2 col. wide	3.875"
2.5 col. wide	4.875"
3 col. wide	5.875"
4 col. wide	7.875"
Full Page	9.875"

**Published 12 Times Yearly  
Printed and Mailed on the  
first day of each month**

Ad Sizes	Ad Size in column inches	Vertical	Horizontal	Prices Per Month			
				Run 12 Mo.	Run 6 Mo.	Run 3 Mo.	Run Once
<b>Black &amp; White</b>							
Business Card	4"	1 col x 4"	2 col x 2"	\$85	\$95	\$105	\$125
1/12 page	5"	1 col x 5"	2 col x 2.5"	\$100	\$120	\$140	\$155
1/10 page	6"	1 col x 6"	2 col x 3"	\$120	\$135	\$155	\$175
1/8 page	7.5"	1 col x 7.5"	2 col x 3.75"	\$160	\$180	\$190	\$205
1/6 page	10"	1 col x 10"	2 col x 5"	\$200	\$215	\$230	\$250
1/5 page	12"	2 col x 6"	3 col x 4"	\$245	\$270	\$300	\$330
1/4 page	16"	2 col x 8"	3 col x 5.5"	\$325	\$350	\$390	\$440
1/3 page	20"	2 col x 10"	5 col x 4"	\$395	\$440	\$490	\$525
1/2 page	30"	2.5 col x 11.5	5 col x 5.75"	\$595	\$645	\$690	\$735
Full page	60"	5 col x 11.5	5 col x 11.5"	\$895	\$950	\$995	\$1125

**Color:** Any size ad available in color. Add 35% to black and white rates.

Ad Sizes	Ad Size in column inches	Vertical	Horizontal	Prices Per Month			
				Run 12 Mo.	Run 6 Mo.	Run 3 Mo.	Run Once
<b>Color</b>							
Full Page	60"	10" w x 11.5"		\$1200	\$1295	\$139	\$1500
Full Page	Inside Front Cover	10" w x 12" h		\$1300	\$1400	\$1525	\$1650
Full Page	Outside Back Cover	10" w x 12" h		\$1500	\$1625	\$1925	\$2100
Small Business Directory Ads							
Restaurant/Pub Ads		2.375" w x 2.375" h		\$60	\$70	\$75	n/a
		3.25" w x 3.25" h		\$75	\$85	\$100	n/a

**2nd Spot Color:** Add \$75

**All Ads at 200 dpi (100 Linescreen)**

**Content:** The main focus is on local news of interest to those of Irish heritage; including current events, special events, radio, sports, book reviews, travel, entertainment, poetry, history, calendar of events, classifieds, Irish personalities in all fields, Gaelic Park and Irish American Heritage Center news. News from Ireland.

**Classified Ads:** \$25 per column inch

**All rates are net, noncommissionable.**



**Circulation: 25,000 monthly:**

- Estimated **readership 100,000**
- Distribution Outlets — over 600
- 18,200 subscribers and requesters. Additional distribution at Irish Businesses, Fests, music and special events & functions.
- **Areas of Distribution:** Chicago, Cook, Will, Kane, McHenry, Dupage and Kendall Counties in Illinois, and 14 states around the United States.

**Free Live weblink and listing:** All display advertisers receive a free listing and link to their website. All classifieds are posted on our website free the month they run in print.

**Website Banner Ads:** Call for quote.