

Whiteland Times

Physical Address: 400 East Main Street * Greenwood * IN * 46143

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Proudly Published Monthly on 3rd Wednesday

For more info or to place advertising call Doug Chambers
at 317-888-3376 or email: news@indy-challenger.com



Combo rate with Greenwood & Southside Challenger, published weekly on Wednesday,
or Franklin Challenger, published weekly on Thursday available

Retail

Rates (Per Column Inch)

Open	\$6.00
3 Months	\$ 5.40
6 Months	\$ 4.80
9 Months	\$ 4.20
12 Months	\$ 3.60
Not For Profit	\$ 5.00

Discount Programs

1/8 Page	\$90.00
1/4 Page	\$175.00
1/2 Page	\$325.00
Full Page	\$600.00

Mechanics

6-Column Format

Column measurements are:

1 column	1.625 inches
2 column	3.417 inches
3 column	5.208 inches
4 column	7 inches
5 column	8.792 inches
6 column	10.583 inches

Deadlines

News:

2nd Friday 5 p.m.

Advertising:

3rd Monday Noon

Inserts

8 1/2 X 11 Single Sheet
\$52.00 per thousand

Color

1 Color

\$5.00 per column inch
(Minimum of \$20
Maximum of \$100)

Full Color

\$8.00 per column inch
(Minimum of \$500
Maximum of \$200)

Classifieds

Display Rates

(Per Column Inch)

Open	\$8.00
4 weeks	\$ 7.20
13 Weeks	\$ 6.40
26 weeks	\$ 5.60
50 weeks	\$ 4.80
Not For Profit	\$ 6.00

Line Classified Rate

\$10.00 for the first 10 words,
10 cents for each additional
word.

Mechanics

8-Column Format

Column measurements are:

1 column	1.16 inches
2 column	2.53 inches
3 column	3.88 inches
4 column	5.22 inches
5 column	6.56 inches
6 column	7.91 inches
7 column	9.25 inches
8 column	10.59 inches