

# 2017-2018 Advertising Rate Schedule Six Mile Post

*The award-winning student news organization  
of Georgia Highlands College, serving over  
6,000 students, faculty, and staff on six campuses in  
Rome, Cartersville, Marietta, Paulding and Douglasville*

## Local Rate for Standard Printed Ad Sizes

Size in inches (width x height)	Type of Ad	Cost
9.5 x 9.75	1 page (49 col. inches)	\$250
9.5 x 5	1/2 page (25 col. inches)	\$125
5.65 x 4	1/4 page (12 col. inches)	\$ 60
3.725 x 6 (vertical ad)	1/4 page (12 col. inches)	\$ 60
7.575 x 3	1/4 page (12 col. inches)	\$ 60
3.725 x 3	1/8 page (6 col. inches)	\$ 30
1.87 x 4 (vertical ad)	1/12 page (4 col. inches)	\$ 25
Business card size	3.46 x 2 (4 col. Inches)	\$ 25

\*To calculate the cost of other ad sizes, multiply no. of cols. wide X height in inches X \$5.00.

( 1 col. = 1.8" )      ( 2 cols. = 3.725" )      ( 3 cols. = 5.65" )  
( 4 cols. = 7.575" )      ( 5 cols. = 9.5" )

\*Discount of 5% off total bill for local ads run 3 or more consecutive times with only minor changes in the ad or publication ready.

**Ask about rates for advertising at [sixmilepost.com](http://sixmilepost.com)**

\*For one color plus black, add \$100 to the cost of each ad.

\*For full-color, add \$250 to the cost of each ad.

\*First-time advertisers will be asked to pay up-front for at least one ad.

**Local Rate:** \$5.00 per column inch for non-standard sizes  
(One column wide x one inch tall)

**National Rate:** \$7.00 per column inch for all ads

**Insert Rate:** \$100 (local rate); \$150 (national rate)  
(Per 1,000)      maximum size: 11 x 11  
                         minimum size: 4 x 4

Projected Publication Dates 2017-2018	Ad Deadlines (noon)
Oct. 3 (Back-to-school issue)	Sept. 20
Oct. 24	Oct. 11
Nov. 14 (Holiday issue)	Nov. 1
Jan. 30	Jan. 17
Feb. 20	Feb. 7
Mar. 13 (Spring Break issue)	Feb. 28
Apr. 17 (Graduation issue)	Mar. 21

For more information or to place an ad, please call the *Six Mile Post* ad manager in Rome at **706-295-6361** or the ad manager in Cartersville at **678-872-8006** (Campus Customer Service) or email **[ads6MP@student.highlands.edu](mailto:ads6MP@student.highlands.edu)**  
Fax number **(706) 295-6610**

**\*Please direct fax to the attention of the *Six Mile Post*.**

**Six Mile Post**  
Georgia Highlands College  
3175 Cedartown Hwy.  
Rome, GA 30161

