

# *The Saint Croix* **Courier**

– Published Tuesday Afternoon –

**Broadsheet Newspaper**

**Full Size:**

**6 columns x 21” (294 lines)**

1,764 lines per page

126 column inches per page

**Circulation: 4,000**

**Column Width –**

1 column: 2-1/16” or 12.5 picas

2 columns: 4-5/16” or 26 picas

3 columns: 6-9/16” or 39.5 picas

4 columns: 8-13/16” or 53 picas

5 columns: 11-1/16” or 66.5 picas

6 columns: 13-5/16” or 80 picas

**Advertising Deadline:**

**FRIDAY, 5 P.M.**

# **COURIER** **Weekend**

– Published Friday Morning –

**Tabloid Newspaper**

**Full Size:**

**5 columns x 14.75” (207 lines)**

1,035 lines per page

73.75 column inches per page

**Circulation: 3,400**

**Column Width –**

1 column: 1-14/16” or 11.5 picas

2 columns: 3-15/16” or 23 picas

3 columns: 5-15/16” or 35 picas

4 columns: 7-15/16” or 47 picas

5 columns: 10” or 60 picas

**Advertising Deadline:**

**THURSDAY, 9 A.M.**

## **National Ad Rate**

**78¢ per line**

**SAMPLE SIZES:**

Full Page – \$1,375.92

1/2 Page – \$687.96

1/4 Page – \$343.98

1/8 Page – \$171.99

**Colour Charge: \$150 (gross) per page**  
(one colour plus black)

**Full Process Colour: \$450 (gross) per page**

## **National Ad Rate**

**60¢ per line**

**SAMPLE SIZES:**

Full Page – \$621.00

1/2 Page – \$310.50

1/4 Page – \$155.25

1/8 Page – \$77.63

**Colour Charge: \$150 (gross) per page**  
(one colour plus black)

**Full Process Colour: \$450 (gross) per page**

**For further information  
contact the advertising department  
(506)466-3220**