



# Kalihwisaks

<https://oneida-nsn.gov/resources/kalihwisaks/>

## Big Bear Media

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## New 2019 Ad Rates



### Discounted Rate Breakdown Chart (Below)

| Measurements   | Base Rate | Pre-pay Rate                                    | Enrolled Citizen                                 | Total:  |
|--|-----------|---|--|---|
| <b>1/8 page</b><br>1 c. (2.4063" x 4.65")<br>2 c. (4.9375" x 2.325")<br>3 c. (7.4688" x 1.55")                     | \$79.00   | <b>5% Discount Rate</b><br>\$75.05<br>(-\$3.95) | <b>10% Discount Rate</b><br>\$71.10<br>(-\$7.90) | <b>15% Discount Rate</b><br>\$67.15<br>(-\$11.85) |
| <b>1/4 page</b><br>1 c. (2.4063" x 9.3")<br>2 c. (4.9375" x 4.65")<br>3 c. (7.4688" x 3.1")<br>4 c. (10" x 2.325") |           | \$158.00  | \$150.10<br>(-\$7.90)                            | \$142.20<br>(-\$15.80)                            |
| <b>1/3 page</b><br>2 c. (4.9375" x 6.4")<br>3 c. (7.4688" x 3.04")<br>4 c. (10" x 3.02")                           | \$205.00  |   | \$194.75<br>(-\$10.25)                           | \$184.50<br>(-\$20.50)                            |
| <b>1/2 page</b><br>2 c. (4.9375" x 9.3")<br>3 c. (7.4688" x 6.2")<br>4 c. (10" x 4.625")                           |           | \$316.00  | \$300.20<br>(-\$15.80)                           | \$284.40<br>(-\$31.60)                            |
| <b>Full page</b><br>(10" x 9.5")   | \$608.00  |   | \$577.60<br>(-\$30.40)                           | \$547.20<br>(-\$60.80)                            |

**\$40.00**  
**Business Card**  
 • Vertical • 1 column  
 (2.4063" wide x 2.5" deep)  
 (\$16.00/pci)  
 14p5.25 x 15p

In addition to our Display Ads, we also offer a classified page, with the following rates: \$2.00 per line (1 col. width, 2.4") OR .07¢ per character. We also offer a variety of options with our other ad sizes. (Attached)

#### Discounts offered:

**5%** for Prepaid ads

**10%** for Enrolled Citizens.

**15%** for qualifying Individuals and Businesses.

#### ADDITIONAL RATES:

##### Color Options:

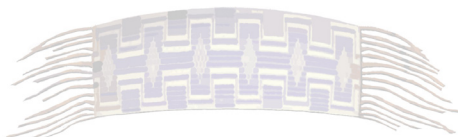
**\$50.00** per color, and/or **\$180** for full color.

**Inserts:** **\$75.00** per 1,000 copies.

*Customer supplied inserts.*

**Typesetting/Design Fee: \$25.00**

if the Ad creative is done in-house. Copy of ad will be provided to customer for approval after initial set-up, with **one** opportunity to make revisions.



[www.kalihwisaks.com](http://www.kalihwisaks.com)



Find us on  
Facebook

**\$40.00** Business Card • Horizontal • 2 column

(4.9375" wide x 1.25" deep) 29p7.5 x 7p6

*Discounted Rate Breakdown*

(5% **-\$2.00**, \$38.00; 10% **-\$4.00**, \$36.00; 15% **-\$6.00**, \$34.00)

**\$40.00** Business Card • Horizontal • 3 column  
(7.4688" wide x .8333" deep) 44p9.75 x 4p11.998

**8<sup>th</sup> Page • \$79.00** *(Base Rate)*

**8<sup>th</sup> Page**

***Vertical***

**1 column**

**(2.4063" x 4.65")**

**14p5.25 x 27p10.8**

**8<sup>th</sup> Page *Horizontal***

**2 column (4.937" x 2.325")**

**29p7.5 x 13p11.4**

**8<sup>th</sup> Page *Horizontal***

**3 column (7.4688" x 1.55")**

**44p9.75 x 9p3.6**

**8<sup>th</sup> Page *Horizontal***

**4 column (10" x 1.1625") 60p x 6p11.7**

**1/4<sup>th</sup> Page • \$158.00** *(Base Rate)*

**Quarter Page**

*Vertical*

**1 column**

**(2.4063" x 9.3")**

**14p5.25 x 55p9.6**

**Quarter Page *Horizontal***

**2 column (4.937" x 4.65")**

**29p7.5 x 27p10.8**

**Quarter Page *Horizontal***

**3 column (7.4688" x 3.1")**

**44p9.75 x 18p7.2**

**Quarter Page *Horizontal***

**4 column (10" x 2.3125")**

**60p x 13p10.5**

**Half Page**  
*Vertical*  
**2 column**  
**(4.9375" x 9.3")**  
**29p7.5 x 55p9.6**

**Half Page *Horizontal***  
**3 column (7.4688" x 6.2")**  
**44p9.75 x 37p2.4**

**Half Page *Horizontal***  
**4 column**  
**(10" x 4.65")**  
**60p x 27p10.8**

**1/3<sup>rd</sup> Page • \$205.00** *(Base Rate)*

**1/3<sup>rd</sup> Page *Vertical***

**2 column (4.9375" x 6.04")**

**29p7.5 x 36p2.88**

**1/3<sup>rd</sup> Page *Horizontal***

**3 column (7.4688" x 4.03")**

**44p9.75 x 24p2.16**

**1/3<sup>rd</sup> Page *Horizontal***

**4 column (10" x 3.02")**

**60p x 18p1.44**