



Mercado Display Classified Rates #22

Effective 1/1/09

Mercado Display Classified ads are 1-inch and 2-inch classifieds with logo and border.

Borders will be consistent with a .5 point rule. Logos must be high resolution (300 dpi) or clean, untextured logo for scanning. Typeface must be the same throughout, boldface of the same font allowed for headers, prices and phone numbers. Alternately, client can supply ad per our size specs as a TIFF or PDF file. Agency discount does not apply.

black & white	1x	3x	6x	9x	12x
1 inch	\$385	\$345	\$330	\$305	\$270
2 inch	\$555	\$500	\$475	\$445	\$395



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Mercado Classified ads have a 10-word minimum for each ad and your ad rep will help you select the category that works best. Ad copy must be the same and run in consecutive months to qualify for a frequency discount. Agency discount will not apply.

- Ampersands (&) are counted as one word.
- State abbreviations and towns having 2 or more words as their official names such as “Santa Fe” are counted as one word.
- Websites will count as two words and will be charged one additional word after every slash.
- E-mail addresses will count as two words.

\$6.00 per word	3x	6x	9x	12x
Frequency Discount	5%	10%	15%	20%