

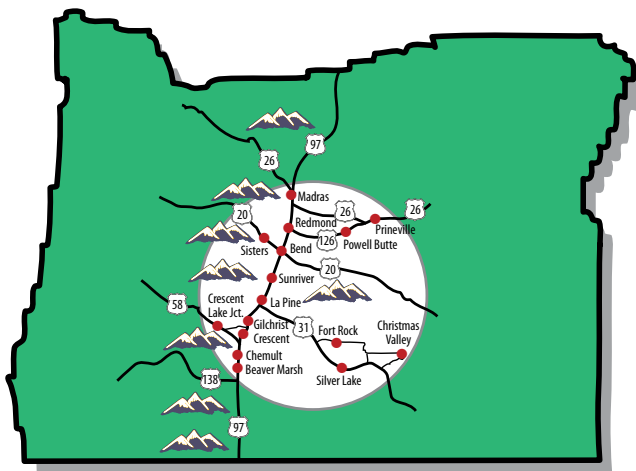


Wise Buys

ADS & MORE

P.O. Box 739, La Pine, OR 97739 • Phone 536-2532 • Fax 536-1009

email: wisebuys@q.com • website: WiseBuysAds.com



WISE BUYS DISTRIBUTION AREA

PUBLISHED EVERY TUESDAY • DEADLINE 5PM THURSDAY

Wise Buys is a free weekly shopper/newspaper that is distributed to hundreds of locations throughout all of Central Oregon including Deschutes, Crook, Klamath and Lake Counties. Designed to be a clean and easy to read paper that contains classifieds, display advertising, public service announcements and informative articles, Wise Buys is fast becoming a popular and inexpensive alternative to advertising your services and products.

Wise Buys is published every Tuesday but can also be viewed 24/7 on the internet at WiseBuysAds.com

When you place a display ad in Wise Buys you are also entitled to:

A FREE 20 Word Business Classified

A FREE 20 Word Personal Classified

All ads published on the internet at NO CHARGE

And, if you wish, your email and website will be published in our Web and Email Directory, again at NO CHARGE.

Please see our display ad rates to the right. These sizes are examples but any size can be made depending upon your budget. Please call 536-2532 for a quote.

DISPLAY AD RATES

AGENCY OR 12 CONSECUTIVE WEEKS

SIZE	COLUMN INCHES	B&W RATE	COLOR RATE	B&W PRICE	COLOR PRICE
Full Page	90	\$3.50	\$4.50	\$315.00	\$405.00
Half Page	45	3.50	4.50	157.50	202.50
Third Page	30	4.00	5.00	120.00	150.00
Quarter Page	22.5	4.00	5.00	90.00	112.50
Eighth Page	11.25	4.50	6.00	50.63	67.50
2 Col. x 3.5	7	4.50	6.00	31.50	42.00
Business Card	4	4.50	6.00	18.00	24.00
Minimum Size 1x2	2	6.00	8.00	12.00	16.00

E.O.W. OR 4-11 WEEKS

SIZE	COLUMN INCHES	B&W RATE	COLOR RATE	B&W PRICE	COLOR PRICE
Full Page	90	\$3.75	\$4.75	\$337.50	\$427.50
Half Page	45	3.75	4.75	168.75	213.75
Third Page	30	4.25	5.25	127.50	157.50
Quarter Page	22.5	4.25	5.25	95.63	118.13
Eighth Page	11.25	4.75	6.25	53.44	70.31
2 Col. x 3.5	7	4.75	6.25	33.25	43.75
Business Card	4	4.75	6.25	19.00	25.00
Minimum Size 1x2	2	6.25	8.25	12.50	16.50

OPEN RATE

SIZE	COLUMN INCHES	B&W RATE	COLOR RATE	B&W PRICE	COLOR PRICE
Full Page	90	\$4.00	\$5.00	\$360.00	\$450.00
Half Page	45	4.00	5.00	180.00	225.00
Third Page	30	4.50	5.50	135.00	165.00
Quarter Page	22.5	4.50	5.50	101.25	123.75
Eighth Page	11.25	5.00	6.50	56.25	73.13
2 Col. x 3.5	7	5.00	6.50	35.00	45.50
Business Card	4	5.00	6.50	20.00	26.00
Minimum Size 1x2	2	6.50	8.50	13.00	17.00

PAGE DIMENSIONS

COLUMN	INCHES	PICAS
1 COLUMN	1.5	9
2 COLUMNS	3.2	19
3 COLUMNS	4.8	29
4 COLUMNS	6.5	39
5 COLUMNS	8.2	49
6 COLUMNS	9.8	59
FULL PAGE	9.8Wx15H	59Wx90H

NOTE: To qualify for the lower consecutive week ad rates, you are NOT committed to running the same ad or size every week. You may change the ad size and/or copy as often as you like.

CLASSIFIEDS: \$5.00 for the first 20 words. Additional words are 20¢ each. Ads are also published on the internet at NO EXTRA CHARGE.

INSERTS: Flyer insertion cost is \$35 per thousand. Minimum insertion is 5000.