Column Inches = Number of columns times the number of inches high					
Note: Columns are about 2" wide.					
Ad Size	**Column Inches**	**Ad Price**		**Column Inches***	**Ad Price**
	2	$ 13.00		40	$ 123.00
	3	$ 18.00		41	$ 125.00
Business Card	**4**	**$ 21.00**		42	$ 127.00
	5	$ 24.00		43	$ 129.00
	6	$ 27.00		44	$ 131.00
	7	$ 30.00		45	$ 133.00
Commonly used	**8**	**$ 33.00**		46	$ 135.00
	9	$ 36.00		47	$ 137.00
	10	$ 39.00		48	$ 139.00
	11	$ 42.00		49	$ 141.00
	12	$ 45.00		50	$ 143.00
	13	$ 48.00		51	$ 145.00
	14	$ 51.00		52	$ 147.00
	15	$ 54.00		53	$ 149.00
	16	$ 57.00		54	$ 151.00
	17	$ 60.00		55	$ 153.00
	18	$ 63.00		56	$ 155.00
Quarter Page	**19**	**$ 66.00**		57	$ 157.00
	20	$ 68.75	**3/4 Page**	**58**	$ 159.00
	21	$ 71.50		59	$ 161.00
	22	$ 74.25		60	$ 163.00
	23	$ 77.00		61	$ 165.00
	24	$ 79.75		62	$ 167.00
	25	$ 82.50		63	$ 169.00
	26	$ 85.25		64	$ 171.00
	27	$ 88.00		65	$ 173.00
	28	$ 90.75		66	$ 175.00
	29	$ 93.50		67	$ 177.00
	30	$ 96.25		68	$ 179.00
	31	$ 99.00		69	$ 181.00
	32	$ 101.75		70	$ 183.00
	33	$ 104.50		71	$ 185.00
	34	$ 107.25		72	$ 187.50
	35	$ 110.00		73	$ 190.00
	36	$ 112.75		74	$ 192.50
	37	$ 115.50		75	$ 195.00
	38	$ 118.25		76	$ 197.50
Half Page	**39**	$ 121.00	**Full Page**	**77**	$ 200.00
					Effective 1/1/2021

What's black and white and read all over?

The Cochise Trading Post

Affordable advertising for businesses serving Cochise County!

We have a 97+% pick-up rate weekly!

In the fall, winter and spring, our circulation surges with the return of the snow birds.

The Cochise Trading Post is distributed every Wednesday* throughout Cochise County, with larger locations restocked on Fridays. We distribute our paper **weekly**, with an increase as the demand grows seasonally. The Cochise Trading Post offers flexible ad sizes by selling ad space by the column inch to fit any budget. And our readers may place classified ads online at www.cochisetradingpost.com, by email, mail, and phone.

AD PRICING

ADS RUN ON A PREPAID BASIS. *PAYMENT MUST BE RECEIVED PRIOR TO FINAL PRODUCTION DEADLINE (5PM the Sunday prior to publication) OR AD MAY NOT RUN.*

Ads are priced on **TOTAL** column inches (number of columns x number of inches). Ads are priced on a single issue run. Preferred page position (if available) is 50% more.

We offer a 10% discount for the purchase of 12-24 issues and a 15% discount for the purchase of 25+ issues. Issues do not have to be consecutive. Refunds for unused prepaid ads will be prorated.

AD DEADLINES

Ads submitted for design production are due by the Friday prior to publication. All approved advertising, including customer supplied, is due by 5pm the Sunday prior to publication. Early deadlines may apply to accommodate certain holidays throughout the year.

To advertise, email us at ads@cochisetradingpost.com

** The Cochise Trading Post does distribute some locations on Tuesdays.*

Prices subject to change. The Cochise Trading Post is published by Ruby Q Design Company, LLC. (2021)