

# 2010 Advertising Rate Sheet

## The Happy Hooper Monthly Paper:

	1 Month	3 Months	6 Months	Annual
<b>Classified Ad</b>	\$5	\$15	\$30	\$60
<b>Business Card</b>	\$25	\$60 (\$20/month)	\$108 (\$18/month)	\$192 (\$16/month)
<b>1/4 Page</b>	\$60	\$135 (\$50/month)	\$252 (\$45/month)	\$480 (\$40/month)
<b>1/3 Page</b>	\$80	\$174 (\$65/month)	\$330 (\$60/month)	\$600 (\$55/month)
<b>1/2 Page</b>	\$115	\$285 (\$92.50/month)	\$510 (\$87.50/month)	\$900 (\$80/month)
<b>Full Page</b>	\$200	\$540 (\$180/month)	\$1,020 (\$170/month)	\$1,800 (\$160/month)
<b>Inside Front Cover</b>	\$230	\$660 (\$210/month)	\$1,200 (\$195/month)	\$2,100 (\$170/month)
<b>Inside Back Cover/Back Cover (3/4 pg)</b>	\$215	\$600 (\$200/month)	\$1,110 (\$185/month)	\$1,980 (\$165/month)
<b>Full Page Insert (double-sided)</b>	Regular Rate: \$250 if you provide copies/\$325 if you provide disk and we make copies Non-Profit Rate: \$150 if you provide copies/\$225 if you provide disk and we make copies/ \$75 if you provide copies and insert in paper (on our schedule)			
<b>for Color monthly ads, add 30% to regular rate</b>				

## www.HappyHooper.com – website rates:

Ad Type	1 Month	6 Months	12 Months
<b>Business &amp; Club Directory Listings</b>			
♦ <b>Basic Listing:</b> Name or business name & phone number; some categories include city/state	FREE		
♦ <b>Premium Listing:</b> Basic listing plus physical address, email address, and a link to your website	n/a	\$48 (\$8/mo)	\$60 (\$5/mo)
			<b>Clubs/Non-Profits:</b> \$36 (\$3/mo)
<b>BANNER ADS</b> on any HappyHooper.com web page of your choice except for the Home Page. Leaderboard ads are limited to one each per web page. <u>Home page banner ads add 30%</u> . We can help you design your banner ad: provide us the text and any images, and we'll create it for a one-time fee of \$15.			
♦ <b>Regular Rectangle</b> (300x250 pixels): Includes up to 2 images	n/a	\$72 (\$12/mo)	\$120 (\$10/mo)
♦ <b>Large Rectangle</b> (600x250 pixels): Includes up to 4 images	n/a	\$108 (\$18/mo)	\$180 (\$15/mo)
♦ <b>Leaderboard Banner</b> (728x90): Includes up to 4 images. Leaderboard Banners are placed on the foot of the web page.	n/a	\$150 (\$25/mo)	\$240 (\$20mo)

*Ad placements must be paid in full at the time of ordering. Advertise in BOTH the monthly print newsletter and the website and take 10% off your total bill! (Classified Ads not included).*

Classified ads are strictly for items for sale, wanted, lease, or giveaway. Businesses (with the exception of real estate listings and available hay) must place regular ads for their services & products. **BONUS** – classified ads are included on www.happyhooper.com at no additional charge!

You can send a Word document or an image file (jpg or pdf) for your ad. We are happy to create your newsletter ad for you for a **\$15 one-time set-up fee** if you email your content and any logos.

Make checks payable to "Happy Hooper" and mail to: The Happy Hooper, PO Box 335, Pensacola, FL 32591

We accept **PAYPAL!**

**Contact us to place your ad or to receive a quote:** (850) 384-9294 or happyhooper@bellsouth.net