

Desert Dust advertising rates (Updated as of 6/15/08)

Business Card-sized ad:	\$24 per insertion
1 col X 2-inch ad:	\$36 per insertion
4-inch ad:	\$72 per insertion
2 col X 2 ½-inch:	\$80 per insertion
¼ page ad:	\$225 – with contract \$210
1/3 page ad:	\$240 – with 12-month contract, \$220/month
½ page ad:	\$300 – with contract \$275.
Full page ad:	\$600 – with contract \$500.

The basic ‘line rate’ for the Desert Dust is \$18 per column inch (one column wide, 1 inch tall).

Contract rate reductions are negotiable.

The current column width for the Desert Dust is 2 3/8 inches. It has changed three times in the past 5 years, due primarily to web re-designs by the printer, but the current size is expected to remain the same in the foreseeable future.

We prefer that ads are provided ‘camera ready’, but can do composition. Depending on the extent of composition there may be an extra charge.

To place an ad, call (704) 549-9600, ext 231

**NOTE:** *Due to postal restrictions on our non-profit mailing permit, we CANNOT run advertising for the following:*

- Insurance Agencies/Services
- Travel/Tourism Agencies
- Financial Services/Advisors

The Desert Dust is a monthly publication of Oasis Shriners, A.A.O.N.M.S. We have a circulation of approximately 9,000, primarily in Western North Carolina.

For information or questions on editorial content, contact Executive Director Harvey Burgess at (704) 549-9600, ext 230.