

## CONTACT INFO

The Bottom Line is a division of Ropa Publishing Company.  
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## PLEASE NOTE

Ads are sold in blocks of four, eight or twelve weeks. You do not have to run these ads consecutively. For example, an advertiser may schedule four weeks of ads to run within the course of eight weeks (every other week).

The Bottom Line advertising program allows you to reach your audience in a cost effective manner. At least 15,000 business people throughout the Chippewa Valley and surrounding communities will see your message. Let us show you how we can get your product or service noticed by area decision-makers!

### HORIZONTAL

Dimensions: 3 1/2" x 2"

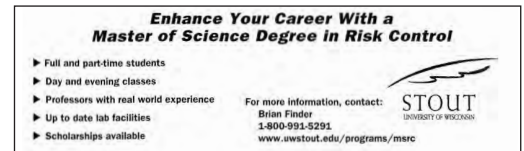
Four Weeks	\$180
Eight Weeks	\$340
Twelve Weeks	\$480



### DOUBLE HORIZONTAL

Dimensions: 7" x 2"

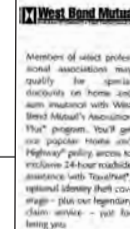
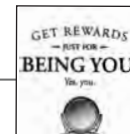
Four Weeks	\$340
Eight Weeks	\$640
Twelve Weeks	\$900



### VERTICAL

Dimensions: 2" x 4 1/2"

Four Weeks	\$190
Eight Weeks	\$370
Twelve Weeks	\$480



### DOUBLE VERTICAL

Dimensions: 2" x 9"

Four Weeks	\$350
Eight Weeks	\$675
Twelve Weeks	\$925

### BACK PAGE AD

Dimensions: 7" x 3"

One Week	\$110
Four Weeks	\$390



### FLYER INSERT

Dimensions: 8 1/2" x 11"

One Week	\$175
Four Weeks	\$525

Advertiser must supply a minimum of 1000 one-page flyers for each week of insertion. If you would prefer us to design and produce your flyer please call for quotation.

