

# 2007 / 2008 Rate Card



BULLETIN RATES							POSTER PANEL RATES						
ROTARY BULLETIN RATES							Market	Population	4-Week Rate/Board	Showing Allotments			
Market	Population	4-Week Rate/Board	Showing Allotments							100	75	50	25
St. Joseph County	266,678	\$2,110.00	12	9	6	3	St. Joseph County	266,678	\$800.00	32	24	16	8
Elkhart County	198,105	\$2,000.00	11	8	5	3	Elkhart County	198,105	\$768.00	24	18	13	7
Allen County	347,316	\$2,225.00	15	12	8	4	Marshall County	47,295	\$572.00	4	3	2	1
Madison County*	130,575	\$1,200.00	7	6	4	2	LaPorte County	110,479	\$572.00	8	6	4	2
Delaware County	114,879	\$1,250.00	8	6	4	2	Kosciusko County*	76,541	\$552.00	7	5	4	2
<b>PERMANENT BULLETINS</b>							LaGrange County	37,291	\$504.00	1	1	1	1
Locations, sizes and rates are available upon request.							Starke County	23,069	\$528.00	2	1	1	1
<b>POSTER PANELS*</b>							Blackford County	13,603	\$432.00	4	3	2	1
- Seasonal rates apply May 1st through Sept. 30th and are adjusted based on market.							Delaware County	114,879	\$628.00	24	18	12	6
- Single panel campaigns are not available in some markets.							Grant County	69,825	\$628.00	14	11	7	4
- Add 25% for single panel, non-showing rate if available.							Jay County	21,605	\$432.00	4	3	2	1
<b>EXTENSIONS</b>							Madison County	130,575	\$628.00	24	18	12	6
The extension fee is \$25 per square foot. This fee includes fabrication, maintenance and rotation. Cost of vinyl materials not included.							Randolph County	26,581	\$432.00	4	3	2	1
Extensions will be rebilled and refabricated after 12 months.							Wabash County	33,559	\$504.00	4	3	2	1
<b>CONTINUITY DISCOUNT PROGRAM</b>							Benton County	9,050	\$456.00	1	1	1	1
Available on published poster showings only.							Carroll County	20,526	\$488.00	1	1	1	1
3-12 consecutive periods in the same market: 10%.							Cass County	39,902	\$488.00	5	4	3	1
13 consecutive periods in the same market: 15%.							Clinton County	34,217	\$516.00	5	4	3	1
<b>Burkhart Advertising, Inc.</b> Corporate Office 1335 Mishawaka Avenue South Bend, Indiana 46615 www.burkhartadv.com  Phone: 800-777-8122 Email: info@burkhartadv.com							Fountain County	17,486	\$488.00	2	1	1	1
							Fulton County	20,622	\$488.00	2	2	1	1
							Howard County	84,500	\$628.00	20	15	10	5
							Jasper County	32,296	\$468.00	1	1	1	1
							Miami County	35,552	\$488.00	4	3	2	1
							Montgomery County	38,173	\$528.00	5	4	2	1
							Newton County	14,293	\$456.00	1	1	1	1
							Pulaski County	13,861	\$488.00	2	1	1	1
							Tippecanoe County	156,169	\$820.00	20	15	10	5
							Tipton County	16,377	\$528.00	2	1	1	1
							White County *	24,396	\$488.00	2	2	1	1
							Adams County	33,719	\$536.00	4	3	2	1
							Allen County	347,316	\$820.00	32	24	16	8
							DeKalb County	41,902	\$536.00	2	1	1	1
							Huntington County	38,026	\$536.00	4	3	2	1
							Noble County	47,918	\$536.00	2	1	1	1
							Steuben County*	33,683	\$536.00	2	2	1	1
							Wells County	28,199	\$650.00	2	1	1	1
							Whitley County	32,556	\$536.00	2	1	1	1