RULES and REGULATIONS

CANCELLATIONS must be made in writing by 12 Noon Monday.

The forwarding of an order is construed as an acceptance of all advertising rules and conditions under which advertising space is sold by the NEW YORK AMSTERDAM NEWS. Publication is made and charged according to the terms of this card.

Rates and regulations subject to change without notice. No agreements as to position or regulations, other than those printed on this.

Till forbid orders charged for rate earned. Increases or decreases in space take the rate of a new advertisement.

The New York AMSTERDAM NEWS reserves the right to censor, reject, alter or revise all advertisements in accordance with its rules governing the acceptance of advertising and accepts no liability for its failure to insert an advertisement for any cause. Credit for errors in advertisements allowed only for first insertion.

CLASSIFIED

• Classified advertisements take the regular earned rate of their classification. Four line minimum on all ads except spirituals and horoscopes (14 lines).

CLASSIFIED DISPLAY

• Classified Display (boarder or picture) advertisements take the regular earned rate of their classification. Display (boarder or picture) advertisements one column wide must be 14 lines deep; two columns, 28 lines deep; 3 columns, 56 lines deep. Classified Display (boarder or picture) placed as close to classifications as rules and makeup permit.

CLASSIFICATIONS

All advertisement accepted for publication is classified according to the standard classifications. Misclassification is not permitted.

BASIS OF CHARGE

Charges are based on point size and characters per line. Upon reaching 15 lines the rate converts to column inch. Any deviation from solid composition such as indentation, use of white space, bold type, etc., will incur a premium.

In Case of error, notify the Amsterdam News 212-932-7440
BOX MAIL CHARGE..................................$13.50
BUSINESS OPPORTUNITIES
HOUSES WITH STORES
HOUSES WITH
Professional Office
FOR SALE
Autos
Business Property
Church Property
Furniture
Lots, Farms, etc.
Merchandise
Instructions
Lost and found
Mortgage Money
Moving & Storage
Obituaries
Debt Notices
In Memoriams
Personals
Public Notices
Services
Space For Rent
Booths For Rent
Offices For Rent
Prof. Apts. For Rent
Summer Rentals
Wanted:
Apartments
Businesses
Houses
Rooms
Stores To Buy

LINE RATE: minimum 4 lines
1 TIME $7.05
2 TIMES $6.35
4 TIMES $5.70

Contract Rate:
Minimum 14 Lines
13 WEEKS $5.35
26 WEEKS $5.10
52 WEEKS $4.90

HOROSCOPE & SPIRITUALISTS
MINIMUM 4 LINES
1 TIME $7.75
4 TIMES $6.75

Contract Rate:
Minimum 14 Lines
13 WEEKS $5.70
52 WEEKS $5.30

SHOP BY MAIL
MINIMUM 4 LINES
1 TIME $6.35
4 TIMES $5.70
13 TIMES $3.95

CLASSIFICATIONS:
Minimum 4 lines
Child Care
Furnished Rooms
Help Wanted
Unfurnished Rooms

LINE RATE:
1 TIME $6.15
2 TIMES $5.30
4 TIMES $4.30

Contract Rate:
Minimum 14 Lines
13 WEEKS $4.30
52 WEEKS $4.10

MINIMUM 4 LINES
Apartment Houses For Sale
Apartment To Share
Exchange Apartments

LINE RATE:
1 TIME $6.70
2 TIMES $6.15
4 TIMES $5.55

Contract Rate:
Minimum 14 Lines
13 WEEKS $5.35
52 WEEKS $5.10

CAREER & BUSINESS OPPORTUNITIES
STANDARD ADVERTISING UNIT
OPEN.............................................$74.25

Contract Rate:
1500 inches.................................$67.50
750 inches.................................64.70
1,000 inches.................................60.75
1,500 inches.................................56.25

Classified: (Standard Paper Column)
6 column Classified Full Page 84 inches
1 col. - 1.876 inches (w)
2 col. - 3.9 inches (w)
3 col - 4.875 inches (w)
4 col - 6.5 inches (w)
5 col. - 8.25 inches (w)
6 col - 9.875 inches (w)

Display: (Career Page Ads)
5 column Display 70 inches Full Page
1 col. - 1.876 inches (w)
2 col. - 3.9 inches (w)
3 col. - 5.9 inches (w)
4 col. - 7.9 inches (w)
5 col. - 10 inches (w)

Additional Charges:
Online line ads: $5.00 per ad
Bold Type: $1.00 per word

Discount rates are based on consecutive insertions.
NO SKIP DATES