

# Free download Metro newspaper advertising rates (Download Only)

author is an alumnus of evanston township high school class of 1954 the men who advertise is a fascinating time capsule of the world of advertising in early 20th century america featuring profiles of successful advertisers this book also includes a comprehensive directory of newspapers and periodicals published in the united states as well as their advertising rates it is an invaluable resource for historians advertisers and anyone interested in the history of american media this work has been selected by scholars as being culturally important and is part of the knowledge base of civilization as we know it this work is in the public domain in the united states of america and possibly other nations within the united states you may freely copy and distribute this work as no entity individual or corporate has a copyright on the body of the work scholars believe and we concur that this work is important enough to be preserved reproduced and made generally available to the public we appreciate your support of the preservation process and thank you for being an important part of keeping this knowledge alive and relevant excerpt from phillips newspaper rate book containing full descriptions with advertising rates of the various american periodicals having a circulation of 5000 copies or more together with full lists of papers devoted to specialties journal of commerce every morning except sunday commercial established 1827 journal of commerce association editors and proprietors sub scription 15 estimated circulation 121100 4 pages 10 columns length of columns 29 1 4 inches width 2 3 8 inches advertising rates agate 20 cents per line each insertion cuts 50per cent double column 25 per cent extra special notices 50 cents per line 76 beaven street about the publisher forgotten books publishes hundreds of thousands of rare and classic books find more at forgottenbooks com this book is a reproduction of an important historical work forgotten books uses state of the art technology to digitally reconstruct the work preserving the original format whilst repairing imperfections present in the aged copy in rare cases an imperfection in the original such as a blemish or missing page may be replicated in our edition we do however repair the vast majority of imperfections successfully any

imperfections that remain are intentionally left to preserve the state of such historical works an update to the 136th edition of the gale directory of publications and broadcast media featuring profiles of nearly one thousand periodicals published in the u s and canada as well as radio television and cable systems each listing contact names and numbers key personnel circulation statistics subscription and advertising rates and other information includes a master index excerpt from nelson chesman and co s newspaper rate book including a catalogue of newspapers and periodicals in the united states and canada alabama baptist every wednesday baptist established 1874 rev frank willis barnett editor and proprietor subscription 2 guaranteed average circulation 16 pages 4 columns length of columns 12 y inches width 2 inches advertising rates 1 an inch with discount for space reading notices 10 cents per agate line about the publisher forgotten books publishes hundreds of thousands of rare and classic books find more at forgottenbooks.com this book is a reproduction of an important historical work forgotten books uses state of the art technology to digitally reconstruct the work preserving the original format whilst repairing imperfections present in the aged copy in rare cases an imperfection in the original such as a blemish or missing page may be replicated in our edition we do however repair the vast majority of imperfections successfully any imperfections that remain are intentionally left to preserve the state of such historical works written by the once director of the school of journalism at the ohio state university this is a fascinating guide for anybody interested in becoming a journalist or involved in the world of the printed media many of the earliest books particularly those dating back to the 1900s and before are now extremely scarce and increasingly expensive we are republishing these classic works in affordable high quality modern editions using the original text and artwork a guide to the press of the united kingdom and to the principal publications of europe australia the far east gulf states and the u s a in this provocative book c edwin baker argues that print advertising seriously distorts the flow of news by creating a powerfully corrupting incentive the more newspapers depend financially on advertising the more they favor the interests of advertisers over those of readers advertising induces newspapers to compete for a maximum audience with blandly objective information resulting in reduced differentiation among papers and the eventual collapse of competition among dailies originally published in 1994 the princeton legacy library uses the latest print on demand technology to again make available previously out of print books from the distinguished backlist of princeton university press these editions preserve the original texts of these important books while presenting them in durable paperback and hardcover

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The Men who Advertise 1870 author is an alumnus of Evanston Township High School class of 1954

**The Advertising Rate Structure in the Daily Newspaper Industry** 1963 *The Men who Advertise* is a fascinating time capsule of the world of advertising in early 20th century America featuring profiles of successful advertisers. This book also includes a comprehensive directory of newspapers and periodicals published in the United States as well as their advertising rates. It is an invaluable resource for historians, advertisers, and anyone interested in the history of American media. This work has been selected by scholars as being culturally important and is part of the knowledge base of civilization as we know it. This work is in the public domain in the United States of America and possibly other nations within the United States. You may freely copy and distribute this work as no entity, individual, or corporate has a copyright on the body of the work. Scholars believe, and we concur, that this work is important enough to be preserved, reproduced, and made generally available to the public. We appreciate your support of the preservation process and thank you for being an important part of keeping this knowledge alive and relevant.

**Foreign Publications for Advertising American Goods** 1913 excerpt from Phillips Newspaper Rate Book containing full descriptions with advertising rates of the various American periodicals having a circulation of 5000 copies or more together with full lists of papers devoted to specialties. *Journal of Commerce* every morning except Sunday. *Commercial* established 1827. *Journal of Commerce* Association Editors and Proprietors. Subscription 15. Estimated circulation 121,100. 4 pages, 10 columns, length of columns 29 1/4 inches, width 2 3/8 inches. Advertising rates: *agate* 20 cents per line each insertion cuts 50 per cent. *double column* 25 per cent. *extra special notices* 50 cents per line. 76 *Beaven Street* about the publisher. *Forgotten Books* publishes hundreds of thousands of rare and classic books. Find more at [forgottenbooks.com](http://forgottenbooks.com). This book is a reproduction of an important historical work. *Forgotten Books* uses state-of-the-art technology to digitally reconstruct the work, preserving the original format whilst repairing imperfections present in the aged copy. In rare cases, an imperfection in the original, such as a blemish or missing page, may be replicated in our edition. We do, however, repair the vast majority of imperfections successfully. Any imperfections that remain are intentionally left to preserve the state of such historical works.

*Newspaper Advertising* 1886 an update to the 136th edition of the Gale Directory of Publications and Broadcast Media featuring profiles of nearly one thousand periodicals published in the U.S. and Canada as well as radio, television, and cable systems. Each listing

contact names and numbers key personnel circulation statistics subscription and advertising rates and other information includes a master index

**Newspaper Advertising Source** 1995-07 excerpt from nelson chesman and co s newspaper rate book including a catalogue of newspapers and periodicals in the united states and canada alabama baptist every wednesday baptist established 1874 rev frank willis barnett editor and proprietor subscription 2 guaranteed average circulation 16 pages 4 columns length of columns 12 y inches width 2 inches advertising rates 1 an inch with discount for space reading notices 10 cents per agate line about the publisher forgotten books publishes hundreds of thousands of rare and classic books find more at forgottenbooks.com this book is a reproduction of an important historical work forgotten books uses state of the art technology to digitally reconstruct the work preserving the original format whilst repairing imperfections present in the aged copy in rare cases an imperfection in the original such as a blemish or missing page may be replicated in our edition we do however repair the vast majority of imperfections successfully any imperfections that remain are intentionally left to preserve the state of such historical works

**Building Newspaper Advertising** 1919 written by the once director of the school of journalism at the ohio state university this is a fascinating guide for anybody interested in becoming a journalist or involved in the world of the printed media many of the earliest books particularly those dating back to the 1900s and before are now extremely scarce and increasingly expensive we are republishing these classic works in affordable high quality modern editions using the original text and artwork

Do Newspaper JOA's Charge Monopoly Advertising Rates? 2000 a guide to the press of the united kingdom and to the principal publications of europe australia the far east gulf states and the u s a

**Selecting Advertising Media** 1969 in this provocative book c edwin baker argues that print advertising seriously distorts the flow of news by creating a powerfully corrupting incentive the more newspapers depend financially on advertising the more they favor the interests of advertisers over those of readers advertising induces newspapers to compete for a maximum audience with blandly objective information resulting in reduced differentiation among papers and the eventual collapse of competition among dailies originally published in 1994 the princeton legacy library uses the latest print on demand technology to again make available previously out of print books from the distinguished backlist of princeton university press these editions preserve the original texts

of these important books while presenting them in durable paperback and hardcover editions the goal of the princeton legacy library is to vastly increase access to the rich scholarly heritage found in the thousands of books published by princeton university press since its founding in 1905

*Newspaper Advertising* 1947

**Advertising** 1988

**Newspaper Rate Differentials** 1990

Advertiser's Newspaper Manual Containing a List of American Newspapers ... 1895

*National Advertising in Newspapers* 1946

**The Men Who Advertise; an Account of Successful Advertisers; American Newspaper Rate-book, Containing Advertising Rates of Leading Newspapers; American Newspaper Directory, Containing Accurate Lists of All the Newspapers and Periodicals Published In...** 2023-07-18

**Pettengill's Newspaper Directory and Advertisers' Hand-book ...** 1877

The Print Media Planning Manual 1991

Pettengill's Newspaper Directory and Advertisers' Hand-book 1877

Pettengill's Newspaper Directory and Advertiser's Hand-book for 1878 1878

**Newspaper Advertising Sales** 1994

**Pettingill's Newspaper Directory and Advertisers' Hand-book** 1870

**SRDS Newspaper Advertising Source** 2003-12

Pettengill's Newspaper Directory and Advertisers' Handbook for ... 1877

*Willing's Press Guide and Advertisers' Directory and Handbook* 2002

**Newspaper Advertising for the Small Retailer** 1953

**Phillips' Newspaper Rate-book** 1884

**Newspaper Rates and Data** 1992-12

*Phillips' Newspaper Rate-Book* 2018-03

*Weekly Newspaper Management* 1952

Stack & Co.'s Handbook of Newspaper Advertising ... 1892

**Nelson Chesman & Co.'s Newspaper Rate Book** 1922

*Gale Directory of Publications and Broadcast Media* 2004-05-27

Fourth Estate 1898

**Printers' Ink; the ... Magazine of Advertising, Management and Sales** 1889

Nelson Chesman and Co. 'S Newspaper Rate Book 2018-02-21

**Principles of Newspaper Management** 2013-04-16

**Newspaper Advertising Handbook** 1980-01-01

American Newspaper Directory 1870

Geo. P. Rowell and Co.'s American Newspaper Directory 1871

**Willing's Press Guide** 2000

*Advertising and a Democratic Press* 2014-07-14

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