

1892 . . .

Telephone 5091.

ADVERTISING RATES **Clark's Horse Review.** OFFICE, 61 WASHINGTON ST., CHICAGO, ILL.

	1 INSERTION.	2 INSERTIONS.	1 MONTH.	2 MONTHS.	3 MONTHS.	4 MONTHS.	6 MONTHS.	1 YEAR.
1 inch....	3 00	5 50	10 00	20 00	28 15	37 25	50 00	81 25
		2 75	2 50	2 50	2 17	2 19	1 92	1 56
2 inches..	5 75	11 25	19 15	36 00	45 00	58 75	80 00	120 00
		5 63	4 79	4 50	3 46	3 46	3 08	2 31
¾ column	7 80	15 00	26 60	50 00	70 30	86 25	125 00	187 50
		7 50	6 65	6 25	5 41	5 07	4 81	3 61
4 inches..	9 70	17 50	32 80	62 00	87 00	108 75	156 25	232 50
		8 75	8 20	7 75	6 69	6 40	6 01	4 47
5 inches..	11 25	21 25	38 80	71 25	101 25	125 00	180 00	270 00
		10 63	9 70	8 91	7 79	7 35	6 92	5 19
½ column	12 50	22 50	42 50	80 00	112 50	143 75	200 00	300 00
		11 25	10 62	10 00	8 65	8 46	7 69	5 77
8 inches..	15 00	28 75	52 50	96 00	135 00	167 50	240 00	360 00
		14 38	13 13	12 00	10 38	9 85	9 23	6 92
10 inches..	17 50	32 50	59 50	112 00	157 50	197 50	280 00	420 00
		16 25	14 88	14 00	12 12	11 62	10 77	8 08
1 column	21 25	38 75	72 25	132 00	191 25	243 75	340 00	510 00
		19 37	18 06	16 50	14 71	14 34	13 08	9 81
½ page...	37 50	71 25	127 50	240 00	337 50	450 00	600 00	900 00
		35 63	31 88	30 00	25 96	26 47	23 08	17 31
1 page...	62 50	112 50	212 50	400 00	562 50	730 00	1000 00	1500 00
		56 25	53 12	50 00	43 27	42 94	38 46	28 85

The figures in red indicate price per week, time and space considered.

How cheap an advertisement is, can only be judged by the returns received. If the investment is a profitable one, the cost cuts but little figure.

THE REVIEW stands on its merits as an advertising medium and expects to hold the patronage of its advertisers by the profitable returns given on their investments.

The prices charged by other mediums cut no figure. Our rates are based on actual circulation. The best is always the cheapest, everything considered.