

ADVERTISEMENTS

Will be inserted in the same style as in previous years: set in nonpareil type, with one display line in two-line brevier Gothic. Cuts will be admitted if their appearance is not objectionable. Advertisements will be received for the edition for 1877 at the following scale of

ADVERTISING PRICES.

One Page,	- - - - -	\$50 00
1-2 Page,	- - - - -	30 00
1-3 Page,	- - - - -	25 00
1-4 Page,	- - - - -	20 00
1-6 Page,	- - - - -	15 00

No cards will be inserted in less space than one-sixth page.

Book, without advertisement, \$5.00. **BOOK FREE TO EVERY ADVERTISER.**

The amount of any charge for advertising will be allowed to stand until balanced by charges to Geo. P. Rowell & Co's Advertising Agency for advertising in the publication advertised, at cash rates, less the usual agent's commission.

Fill out the following order for the advertising space desired. If preferred, a suitable advertisement will be prepared at this office and submitted for revision before the book is sent to press.

ORDER FOR ADVERTISING.

Please insert for the.....
published at.....
an advertisement occupying space of.....page,
and charge the same in accordance with terms given above.
.....Publisher.

Date,, 187

If copy does not accompany the order, it will be prepared under the supervision of the Editor of the Directory.

Full-page illustrations of prominent newspaper establishments will be inserted in the American Newspaper Directory for 1877 at a reasonable rate of charge, provided well-engraved wood-cuts or electrotypes are furnished and arrangements made in proper season for the purpose.