

2015 National Rates

Weekday Rates

Ad size	Space Rate	Color	Total Rate
Full Page	\$5,946	\$550	\$6,496
Half Page Vertical.....	\$2,973	\$400	\$3,373
Half Page Horizontal.....	\$2,973	\$400	\$3,373
Double Truck.....	\$12,382	\$900	\$13,282
Half Double Truck.....	\$6,253	\$450	\$6,703
1/4 Page.....	\$1,486	\$150	\$1,636
Size 1.....	\$153	\$75	\$228
Size 2.....	\$306	\$75	\$381
Size 4.....	\$612	\$100	\$712
Size 5.....	\$765	\$100	\$865
Size 7.....	\$459	\$125	\$584
Size 8.....	\$1033	\$125	\$1,158

Premium Positions	Open	13 Times	26 Times
Full Page W/Color Pg. 2.....	\$5,500	\$4,125	\$3,300
Full Page W/Color Pg. 4.....	\$5,250	\$3,900	\$3,100
Comics & TV Anchors.....	\$1,000	\$900	\$750
Front Page Coupons W/Color.....	N/A	\$450	\$400
Sports Rail.....	N/A	\$640	\$575
Eye Street Rail.....	N/A	\$720	\$650

*Require 13 Week Commitment

Weekend Rates

Ad size	Sat. - Sun.
Double Page Spread	\$28,456
1/2 Page Spread	\$14,369
Full Page	\$14,369
Prestige	\$11,824
Dominant	\$9,852
3/5 Page	\$8,758
Impress.....	\$7,007
1/2 Page Vertical.....	\$6,897
1/2 Page Horizontal.....	\$6,897
1/3 Page	\$4,597
1/4 Page Vertical.....	\$3,448
1/6 Page.....	\$2,298
Banner	\$1,314
1/8 Page Vertical.....	\$1,749
1/8 Page Horizontal.....	\$1,725
1/2 Banner.....	\$657
Size 6	\$1,314
Size 5	\$1,095
Size 4	\$875
Size 3	\$657
Size 2	\$438
Size 1.....	\$221

All rates per insertion.

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Weekend Color Rates

	Sat. - Sun.
Open	\$750
\$2,000-\$15,000.....	\$525
\$25,000-\$95,000.....	\$475
\$135,000-\$250,000.....	\$405

Spending Commitment

Discount

\$4,0006%
\$7,5009%
\$15,00012%
\$25,00014%
\$45,00017%
\$70,00019%
\$95,00022%
\$135,00024%
\$175,00026%
\$215,00028%

Other Discounts

Non-Profit.....	.57%
Financial.....	.15%
Church69%
Travel44%
Movie Theater61%
Communication.....	.46%
Shopping Center53%
Co-Op.....	.64%
Local Promoter54%

Discounts do not apply to color. See color rates.