

2015 Regional Advertiser Rates

All hospitals, schools and government agencies will fall under this rate card

Contract line rate:
See Classified rate card

Weekday Rates

Ad size	Space Rate	Color	Total Rate
Size 1	\$115	\$75	\$190
Size 2	\$230	\$75	\$305
Size 4	\$456	\$100	\$556
Size 5	\$570	\$125	\$739
Size 7	\$342	\$125	\$467
Size 8	\$614	\$125	\$739
1/4 Page	\$668	\$150	\$818
Half Page Vertical	\$1,337	\$400	\$1,737
Half Page Horizontal	\$1,337	\$400	\$1,737
Full Page	\$2,674	\$550	\$3,224
Half Double Truck	\$2,878	\$450	\$3,328
Double Truck	\$5,756	\$900	\$6,659

Premium Positions	Open	13 Times	26 Times
Full Page W/Color Pg. 2	\$2,575	\$2,060	\$1,550
Full Page W/Color Pg. 4	\$2,325	\$1,860	\$1,400
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

*Premium positions require 13 week Commitment *Open line rate non-recruitment - \$4 per line

Weekend Rates

Ad size	Sat. - Sun.
Size 1	\$130
Size 2	\$275
Size 3	\$400
Size 4	\$525
Size 5	\$658
Size 6	\$790
1/2 Banner	\$400
1/8 Page Horizontal	\$1,100
1/8 Page Vertical	\$1,100
Banner	\$790
1/6 Page	\$1,400
1/4 Page Vertical	\$2,100
1/3 Page	\$2,765
1/2 Page Horizontal	\$4,200
1/2 Page Vertical	\$4,200
Impress	\$4,209
3/5 Page (Retail only)	\$5,300
Dominant	\$5,920
Full Page	\$8,300
Double Spread	\$18,000

Weekend Color Rates

	Sat. - Sun.
Open Rate	\$900
\$2,000-\$15,000	\$525
\$25,000-\$95,000	\$475
\$135,000-\$250,000	\$405

Discounts do not apply to color. See color rates.

Other Discounts

Non-Profit	51%
Co-Op	26%

Discounts do not apply to color. See color rates.

Regional Modular Sizes: Spending Commitment Discounts

Weekday Table/Space	Size 1	Size 2	Size 4	Size 5	Size 7	Size 8	1/4 Page	Half Page V/H	V/H Full Page	1/2 Pg Dbl Truck	Dbl Truck
Open Rate	115.00	230.00	456.00	570.00	342.00	614.00	668.00	1337.00	2674.00	2878.00	5756.00
\$2,00012%	101.20	202.40	401.28	501.60	300.96	540.32	587.84	1,176.56	2,353.12	2,532.64	5,065.28
\$4,00023%	88.55	177.10	351.12	438.90	263.34	472.78	514.36	1,029.49	2,058.98	2,216.06	4,432.12
\$7,50026%	85.10	170.20	337.44	421.80	253.08	454.36	494.32	989.38	1,978.76	2,129.72	4,259.44
\$15,00028%	82.80	165.60	328.32	410.40	246.24	442.08	480.96	962.64	1,925.28	2,072.16	4,144.32
\$25,00030%	80.50	161.00	319.20	399.00	239.40	429.80	467.60	935.90	1,871.80	2,014.60	4,029.20
\$45,00032%	78.20	156.40	310.08	387.60	232.56	417.52	454.24	909.16	1,818.32	1,957.04	3,914.08
\$70,00034%	75.90	151.80	300.96	376.20	225.72	405.24	440.88	882.42	1,764.84	1,899.48	3,798.96
\$95,00036%	73.60	147.20	291.84	364.80	218.88	392.96	427.52	855.68	1,711.36	1,841.92	3,683.84
\$135,00039%	70.15	140.30	278.16	347.70	208.62	374.54	407.48	815.57	1,631.14	1,755.58	3,511.16
\$175,00041%	67.85	135.70	269.04	336.30	201.78	362.26	394.12	788.83	1,577.66	1,698.02	3,396.04
\$215,00043%	65.55	131.10	259.92	324.90	194.94	349.98	380.76	762.09	1,524.18	1,640.46	3,280.92

Sat. & Sun./Space	Size 1	Size 2	Size 3	Size 4	Size 5	Size 6	1/2 Banner	1/8 Page V/H Banner	Banner	1/6 Page	1/4 Page Vert
Open Rate	130.00	275.00	400.00	525.00	658.00	790.00	400.00	1100.00	790.00	1400.00	2100.00
\$2,00012%	114.40	242.00	325.00	462.00	579.04	695.20	352.00	968.00	695.20	1,232.00	1,848.00
\$4,00023%	100.10	211.75	308.00	404.25	506.66	608.30	308.00	847.00	608.30	1,078.00	1,617.00
\$7,50026%	96.20	203.50	296.00	388.50	486.92	584.60	296.00	814.00	584.60	1,036.00	1,554.00
\$15,00028%	93.60	198.00	288.00	378.00	473.76	568.80	288.00	792.00	568.80	1,008.00	1,512.00
\$25,00030%	91.00	192.50	280.00	367.50	460.60	553.00	280.00	770.00	553.00	980.00	1,470.00
\$45,00032%	88.40	187.00	272.00	357.00	447.44	537.20	272.00	748.00	537.20	952.00	1,428.00
\$70,00034%	85.80	181.50	264.00	346.50	434.28	521.40	264.00	726.00	521.40	924.00	1,386.00
\$95,00036%	83.20	176.00	256.00	336.00	421.00	505.00	256.00	704.00	505.60	896.00	1,344.00
\$135,00039%	79.30	167.75	244.00	320.25	401.38	481.90	244.00	671.00	481.90	854.00	1,281.00
\$175,00041%	76.70	162.25	236.00	309.75	388.22	466.10	236.00	649.00	466.10	826.00	1,239.00
\$215,00043%	74.10	156.75	228.00	299.25	375.06	450.30	228.00	627.00	450.30	798.00	1,197.00

Sat. & Sun./Space	1/3 Page	1/2 Pg V/H	Impress	3/5 Pg (Retail Only)	Dominant	Full Page	Double Page Spread
Open Rate	2765.00	4200.00	4209.00	5300.00	5920.00	8300.00	18000.00
\$2,00012%	2433.20	3696.00	3730.92	4664.00	5209.60	7304.00	15840.00
\$4,00023%	2129.05	3234.00	3240.93	4081.00	4558.40	6391.00	13860.00
\$7,50026%	2046.10	3108.00	3114.66	3922.00	4380.80	6142.00	13320.00
\$15,00028%	1990.80	3024.00	3030.48	3816.00	4262.40	5976.00	12960.00
\$25,00030%	1935.50	2940.00	2946.30	3710.00	4144.00	5810.00	12600.00
\$45,00032%	1880.20	2856.00	2862.12	3604.00	4025.60	5644.00	12240.00
\$70,00034%	1824.90	2772.00	2777.94	3498.00	3907.20	5478.00	11880.00
\$95,00036%	1769.60	2688.00	2693.76	3392.00	3788.80	5312.00	11520.00
\$135,00039%	1686.65	2562.00	2567.49	3233.00	3611.20	5063.00	10980.00
\$175,00041%	1631.35	2478.00	2483.31	3127.00	3492.80	4897.00	10620.00
\$215,00043%	1576.05	2394.00	2399.13	3021.00	3374.40	4731.00	10260.00

Commitment Discounts do not apply to color. See color rates.

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