

# 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

Open Rate	Sat. - Sun.
\$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
<b>Open Rate</b>	115.00	230.00	456.00	570.00	342.00	614.00	668.00	1337.00	2674.00	2878.00	5756.00
<b>\$2,000</b> .....12%	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
<b>\$4,000</b> .....23%	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
<b>\$7,500</b> .....26%	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
<b>\$15,000</b> .....28%	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
<b>\$25,000</b> .....30%	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
<b>\$45,000</b> .....32%	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
<b>\$70,000</b> .....34%	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
<b>\$95,000</b> .....36%	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
<b>\$135,000</b> .....39%	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
<b>\$175,000</b> .....41%	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
<b>\$215,000</b> .....43%	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
<b>Open Rate</b>	130.00	275.00	400.00	525.00	658.00	790.00	400.00	1100.00	790.00	1400.00	2100.00
<b>\$2,000</b> .....12%	114.40	242.00	325.00	462.00	579.04	695.20	325.00	968.00	695.20	1,232.00	2,058.00
<b>\$4,000</b> .....23%	100.10	211.75	308.00	404.25	506.66	608.30	308.00	847.00	608.30	1,078.00	1,617.00
<b>\$7,500</b> .....26%	96.20	203.50	296.00	388.50	486.92	584.60	296.00	814.00	584.60	1,036.00	1,554.00
<b>\$15,000</b> .....28%	93.60	198.00	288.00	378.00	473.76	568.80	288.00	792.00	568.80	1,008.00	1,512.00
<b>\$25,000</b> .....30%	91.00	192.50	280.00	367.50	460.60	553.00	280.00	770.00	553.00	980.00	1,470.00
<b>\$45,000</b> .....32%	88.40	187.00	272.00	357.00	447.44	537.20	272.00	748.00	537.20	952.00	1,428.00
<b>\$70,000</b> .....34%	85.80	181.50	264.00	346.50	434.28	521.40	264.00	726.00	521.40	924.00	1,386.00
<b>\$95,000</b> .....36%	83.60	177.20	258.40	338.40	423.36	507.60	258.40	707.20	507.60	896.00	1,344.00
<b>\$135,000</b> .....39%	79.30	167.75	244.00	320.25	401.38	481.90	244.00	671.00	481.90	854.00	1,281.00
<b>\$175,000</b> .....41%	76.70	162.25	236.00	309.75	388.22	466.10	236.00	649.00	466.10	826.00	1,239.00
<b>\$215,000</b> .....43%	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
<b>Open Rate</b>	2765.00	4200.00	4209.00	5300.00	5920.00	8300.00	18000.00
<b>\$2,000</b> .....12%	2433.20	3696.00	3730.92	4664.00	5209.60	7304.00	15840.00
<b>\$4,000</b> .....23%	2129.05	3234.00	3240.93	4081.00	4558.40	6391.00	13860.00
<b>\$7,500</b> .....26%	2046.10	3108.00	3114.66	3922.00	4380.80	6142.00	13320.00
<b>\$15,000</b> .....28%	1990.80	3024.00	3030.48	3816.00	4262.40	5976.00	12960.00
<b>\$25,000</b> .....30%	1935.50	2940.00	2946.30	3710.00	4144.00	5810.00	12600.00
<b>\$45,000</b> .....32%	1880.20	2856.00	2862.12	3604.00	4025.60	5644.00	12240.00
<b>\$70,000</b> .....34%	1824.90	2772.00	2777.94	3498.00	3907.20	5478.00	11880.00
<b>\$95,000</b> .....36%	1769.60	2688.00	2693.76	3392.00	3788.80	5312.00	11520.00
<b>\$135,000</b> .....39%	1686.65	2562.00	2567.49	3233.00	3611.20	5063.00	10980.00
<b>\$175,000</b> .....41%	1631.35	2478.00	2483.31	3127.00	3492.80	4897.00	10620.00
<b>\$215,000</b> .....43%	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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