

2015 Local Retail Rates

Tabloid Mon-Wed

Prices Include Full Color

Ad size	Rate
Full Page.....	\$995
Half Page Vertical.....	\$550
Half Page Horizontal.....	\$550
Double Truck.....	\$2070
Half Double Truck.....	\$1014
1/4 Page.....	\$300
Size 1.....	\$30
Size 2.....	\$55
Size 4.....	\$115
Size 5.....	\$150
Size 7.....	\$75
1/8 Page.....	\$125
Size 8.....	\$175

Tabloid Thurs-Fri

Prices Include Full Color

Ad size	Rate
Full Page.....	\$1425
Half Page Vertical.....	\$730
Half Page Horizontal.....	\$730
Double Truck.....	\$2970
Half Double Truck.....	\$1455
1/4 Page.....	\$365
Size 1.....	\$40
Size 2.....	\$80
Size 4.....	\$160
Size 5.....	\$200
Size 7.....	\$105
Size 8.....	\$250

Broadsheet Weekend Rates

Ad size	Sat. - Sun.	Color
Double Page Spread	\$5665	\$200
Full Page.....	\$2615	\$200
Dominant	\$1890	\$200
3/5 Page.....	\$1680	\$200
Impress	\$1345	\$200
1/2 Page Vertical.....	\$1430	\$200
1/2 Page Horizontal.....	\$1430	\$200
1/3 Page	\$965	\$125
1/4 Page	\$715	\$125
1/6 Page	\$485	\$125
Banner.....	\$275	\$125
1/8 Page Vertical	\$360	\$125
1/8 Page Horizontal.....	\$360	\$125
1/2 Banner	\$140	\$125
Size 6.....	\$275	\$125
Size 5.....	\$245	\$125
Size 4.....	\$200	\$125
Size 3.....	\$150	\$125
Size 2.....	\$100	\$125
Size 1	\$50	\$125

Spending Commitment

Quarter	Year	Discount
\$2500	\$10,000	5%
\$5000	\$20,000	8%
\$7500	\$30,000	11%
\$10,000	\$40,000	15%

Discounts do not apply to color. See color rates.

20% Discount for Qualified Non-Profit 501c3 Organization

These rates apply to Local Retail establishments only. They do not apply to recruitment, auto, real estate, regional or national advertising.