

2012 New Car Dealer Rates



Where smart drivers turn to first.

All products listed herein contribute to the quarterly dollar commitment.

Quarterly \$ Commitment

| |
|---|
| \$0-\$12,499.99 |
| \$12,500-\$24,999.99 |
| \$25,000-\$37,499.99 |
| \$37,500-\$49,999.99 |
| \$50,000-\$62,499.99 |
| \$62,500-\$124,999.99 |
| \$125,000 + (incl free color in all products) |

Broadsheet - Incl. Drive

| Full Pg | 1/2 Pg | 1/4 Pg |
|---------|---------|--------|
| \$2,999 | \$1,500 | \$750 |
| \$2,499 | \$1,250 | \$625 |
| \$2,399 | \$1,200 | \$600 |
| \$2,297 | \$1,149 | \$575 |
| \$2,188 | \$1,094 | \$547 |
| \$2,078 | \$1,039 | \$520 |
| \$1,969 | \$985 | \$493 |

Tab Mo-We

| Full Pg | 1/2 Pg | 1/4 Pg |
|---------|--------|--------|
| \$999 | \$500 | \$250 |
| \$900 | \$450 | \$225 |
| \$850 | \$425 | \$213 |
| \$800 | \$400 | \$200 |
| \$750 | \$375 | \$188 |
| \$700 | \$350 | \$175 |
| \$650 | \$325 | \$163 |

Tab Th-Fri

| Full Pg | 1/2 Pg | 1/4 Pg |
|---------|--------|--------|
| \$1,199 | \$600 | \$300 |
| \$990 | \$495 | \$248 |
| \$890 | \$445 | \$223 |
| \$830 | \$415 | \$208 |
| \$775 | \$388 | \$194 |
| \$735 | \$368 | \$184 |
| \$700 | \$350 | \$175 |

Quarterly \$ Commitment, cont.

| |
|---|
| \$0-\$12,499.99 |
| \$12,500-\$24,999.99 |
| \$25,000-\$37,499.99 |
| \$37,500-\$49,999.99 |
| \$50,000-\$62,499.99 |
| \$62,500-\$124,999.99 |
| \$125,000 + (incl free color in all products) |

Tehachapi News Tab

| Full Pg | 1/2 Pg | 1/4 Pg |
|---------|--------|--------|
| \$999 | \$500 | \$250 |
| \$850 | \$460 | \$230 |
| \$750 | \$390 | \$200 |
| \$650 | \$335 | \$190 |
| \$550 | \$295 | \$180 |
| \$535 | \$285 | \$170 |
| \$525 | \$275 | \$160 |

Bakersfield Life

| Full Pg | 1/2 Pg | 1/4 Pg |
|---------|---------|--------|
| \$1,968 | \$1,103 | \$650 |
| \$1,918 | \$959 | \$480 |
| \$1,875 | \$938 | \$469 |
| \$1,675 | \$838 | \$419 |
| \$1,500 | \$750 | \$375 |
| \$1,375 | \$688 | \$344 |
| \$1,250 | \$625 | \$313 |

Digital

| Disc. |
|-------|
| 10% |
| 15% |
| 20% |
| 25% |
| 30% |
| 35% |
| 40% |

Color Rates \$250 for Broadsheet and Th-Fr Tab

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No Digital Requirement

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DRIVE **TEHACHAPI NEWS**



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