

2012 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
Skyscraper	\$4,597
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

Spending Commitment	Discount
\$4,000	6%
\$7,500	9%
\$15,000	12%
\$25,000	14%
\$45,000	17%
\$70,000	19%
\$95,000	22%
\$135,000	24%
\$175,000	26%
\$215,000	28%

Other Discounts

Non-Profit	57%
Financial	15%
Church	69%
Travel	44%
Movie Theater	61%
Communication	46%
Shopping Center	53%
Co-Op	64%
Local Promoter	54%

Discounts do not apply to color. See color rates.