

# 2012 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
1/8 Page.....	\$125
Size 1.....	\$30
Size 2.....	\$55
Size 4.....	\$115
Size 5.....	\$150
Size 7.....	\$75
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
1/8 Page.....	\$185
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.

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