

# 2009/10 National Rates

## Weekday Rates

Ad size	Space Rate	Color	Total Rate
Full Page .....	\$5,660	\$550	\$6,210
Half Page Vertical .....	\$2,830	\$400	\$3,230
Half Page Horizontal .....	\$2,830	\$400	\$3,230
Double Truck .....	\$11,903	\$900	\$12,803
Half Double Truck .....	\$5,952	\$450	\$6,402
1/4 Page .....	\$1,415	\$150	\$1,565
Size 1 .....	\$146	\$75	\$221
Size 2 .....	\$291	\$75	\$366
Size 4 .....	\$582	\$100	\$682
Size 5 .....	\$728	\$100	\$828
Size 7 .....	\$437	\$125	\$562
Size 8 .....	\$983	\$125	\$1,108

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 .....	\$27,355
1/2 Page Spread .....	\$13,678
Full Page .....	\$13,131
Prestige .....	\$11,255
Dominant .....	\$9,379
3/5 Page .....	\$8,337
Impress .....	\$6,670
1/2 Page Vertical .....	\$6,566
1/2 Page Horizontal .....	\$6,566
Skyscraper .....	\$4,377
1/3 Page .....	\$4,377
1/4 Page Vertical .....	\$3,283
1/6 Page .....	\$2,189
Banner .....	\$1,251
1/8 Page Vertical .....	\$1,668
1/8 Page Horizontal .....	\$1,642
1/2 Banner .....	\$626
Size 6 .....	\$1,251
Size 5 .....	\$1,042
Size 4 .....	\$834
Size 3 .....	\$626
Size 2 .....	\$417
Size 1 .....	\$209

## Color Rates

Color Rates	Sat. - Sun.
\$2,000-\$15,000 .....	\$525
\$25,000-\$95,000 .....	\$475
\$135,000-\$250,000 .....	\$405

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.

## Saturday Homes

Retail Sizes	Rates
Size 2 .....	\$420
Size 5 .....	\$1045
1/8 Page .....	\$820
1/4 Page .....	\$1645
1/2 Page Vertical .....	\$3285
1/2 Page Horizontal .....	\$3285
Full Page .....	\$6565
1/2 Page Double Truck .....	\$7115
Double Truck .....	\$14245

All rates per insertion.