

# 2009/10 Retail & Classified Rates

## Weekday Rates

Ad size	Space Rate	Color	Total Rate
Size 1	\$115	\$75	\$190
Size 2	\$230	\$75	\$305
Size 4	\$456	\$100	\$556
Size 5	\$570	\$100	\$670
Size 7	\$342	\$125	\$467
Size 8	\$614	\$125	\$739
1/4 Page	\$668	\$150	\$818
Half Page Vertical	\$1,337	\$400	\$1,737
Half Page Horizontal	\$1,337	\$400	\$1,737
Full Page	\$2,624	\$550	\$3,224
Half Double Truck	\$2,878	\$450	\$3,328
Double Truck	\$5,756	\$900	\$6,659

### Premium Positions

	Open	13 Times	26 Times
Full Page W/Color Pg. 2	\$2,575	\$2,060	\$1,550
Full Page W/Color Pg. 4	\$2,325	\$1,860	\$1,400
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 minimum 13 Week

## Weekend Rates

Ad size	Sat. - Sun.
Size 1	\$130
Size 2	\$275
Size 3	\$400
Size 4	\$525
Size 5	\$658
Size 6	\$790
1/2 Banner	\$400
1/8 Page Horizontal	\$1,100
1/8 Page Vertical	\$1,100
Banner	\$800
1/6 Page	\$1,400
1/4 Page Vertical	\$2,100
1/3 Page	\$2,765
Skyscraper	\$2,765
1/2 Page Horizontal	\$4,200
1/2 Page Vertical	\$4,200
Impress	\$4,209
3/5 Page (Retail only)	\$5,300
Dominant	\$5,920
Prestige	\$7,103
Full Page	\$8,300
1/2 Page Double Spread	\$9,000
Double Page Spread	\$18,000

## Saturday Homes

Retail Ad Sizes	Rates
Size 2	\$265
Size 5	\$660
1/8 Page	\$520
1/4 Page	\$1,035
1/2 Page Vertical	\$2,075
1/2 Page Horizontal	\$2,075
Full Page	\$4,145
1/2 Page Double Truck	\$4,490
Double Truck	\$8,980

## Classified Contract Line Rates

Commitment	Mon. - Fri.	Sat. - Sun.
\$2,000	\$2.73	\$3.16
\$3,000	\$2.70	\$3.14
\$4,500	\$2.44	\$2.86
\$8,500	\$2.39	\$2.80
\$18,000	\$2.33	\$2.72
\$25,000	\$2.27	\$2.68
\$50,000	\$2.24	\$2.60
\$70,000	\$2.12	\$2.50
\$90,000	\$2.10	\$2.43
\$110,000	\$2.05	\$2.39
\$125,000	\$1.94	\$2.29
\$140,000	\$1.91	\$2.26
\$165,000	\$1.87	\$2.19
\$195,000	\$1.84	\$2.17
\$250,000	\$1.73	\$2.07
\$300,000	\$1.67	\$1.99
Non Profit	\$1.52	\$1.86

Does not include recruitment

## Classified Non Contract Line Rates

Consecutive Insertions		
Commitment	Mon. - Fri.	Sat. - Sun.
1 time	\$8.12	\$9.71
2-3 times	\$3.89	\$7.35
4-6 times	\$3.56	\$6.76
7-14 times	\$2.04	\$5.18
15-29 times	\$1.90	\$3.65
30 times	\$1.60	\$3.22

## Classified Miscellaneous Options

Italics	\$.10 per word, per day
Underline	\$.05
URL Addresses	\$5.00 flat
Screened	\$10.00 flat
Reverse	\$10.00 flat
Bold	\$.10 per word per day
Graphics (Picture, Logo)	\$5.00 ea. + Space
Border	Space

All rates are per insertion.

## Weekend Color Rates

	Sat. - Sun.
Open Rate	\$900
\$2,000-\$15,000	\$525
\$25,000-\$95,000	\$475
\$135,000-\$250,000	\$405

## Spending Commitment Discount

\$2000	12%
\$4,000	23%
\$7,500	26%
\$15,000	28%
\$25,000	30%
\$45,000	32%
\$70,000	34%
\$95,000	36%
\$135,000	39%
\$175,000	41%
\$215,000	43%

Discounts do not apply to color. See color rates.

## Other Discounts

Non-Profit	51%
Church	51%
Movie Theater	38%
Shopping Center	26%
Co-Op	26%
Local Promoter	26%