

VISUAL IMPACT PRICING.

Choose your ad. Determine your price.

1. Base Rates

THE LEDGER MODULAR BASE RATES - DAILY

C O L U M N S						DEPTH, INCHES
1	2	3	4	5	6	
		\$1,886.98			\$3,225.60	21.00
						19.25
				\$2,800.00		17.50
			\$1,886.98			15.75
						14.00
						12.25
		\$978.77	\$1,292.93		\$1,886.98	10.50
						8.75
	\$439.04	\$656.54	\$871.81		\$1,292.93	7.00
	\$329.62	\$493.42			\$1,008.00	5.25
\$109.98	\$219.74	\$329.62			\$672.00	3.50
\$54.99	\$109.98	\$164.98				1.75

THE LEDGER MODULAR BASE RATES - SUNDAY

C O L U M N S						DEPTH, INCHES
1	2	3	4	5	6	
		\$1,886.98			\$3,225.60	21.00
						19.25
				\$2,800.00		17.50
			\$1,886.98			15.75
						14.00
						12.25
		\$978.77	\$1,292.93		\$1,886.98	10.50
						8.75
	\$439.04	\$656.54	\$871.81		\$1,292.93	7.00
	\$329.62	\$493.42			\$1,008.00	5.25
\$109.98	\$219.74	\$329.62			\$672.00	3.50
\$54.99	\$109.98	\$164.98				1.75

SAMPLE RATE CALCULATOR

1. Weekday Base Rate

Example: **6x21"** (6x12 mod) ad

\$3,225.60

#of weekday runs in a 7 day period **3**

\$8,225.28

2. Long Frequency Discount

Example: 52 consecutive weeks

15% discount (\$1,451.52) = **\$6,991.49**

3. Annual Contract Discount (35%)

Example: \$100,000 = **\$4,544.47**

Total average cost per ad \$1514.82

Color is charged at 10% of your base rate, per day. Limited availability.