

VISUAL IMPACT PRICING.

Choose your ad. Determine your price.

SAMPLE RATE CALCULATOR

1. Weekday Base Rate

Example: **3x10.5"** (3x6 mod) ad

\$1,835.19

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

\$4,679.73

2. Long Frequency Discount

Example: 52 consecutive weeks

15% discount (\$825.84) = **\$3,977.77**

3. Annual Contract Discount (24%)

Example: \$13,000 level

\$3,023.11

Average cost per ad \$1,007.70

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

1. Base Rates

THE LEDGER MODULAR BASE RATES - DAILY

C O L U M N S						DEPTH, INCHES
1	2	3	4	5	6	
		\$3,538.08			\$6,048.00	21.00
						19.25
				\$5,250.00		17.50
			\$3,538.08			15.75
						14.00
						12.25
		\$1,835.19	\$2,424.24		\$3,538.08	10.50
						8.75
	\$823.20	\$1,231.02	\$1,634.64		\$2,424.24	7.00
	\$618.03	\$925.16			\$1,890.00	5.25
\$206.22	\$412.02	\$618.03			\$1,260.00	3.50
\$103.11	\$206.22	\$309.33				1.75

THE LEDGER MODULAR BASE RATES - SUNDAY

C O L U M N S						DEPTH, INCHES
1	2	3	4	5	6	
		\$3,891.89			\$6,652.80	21.00
						19.25
				\$5,775.00		17.50
			\$3,891.89			15.75
						14.00
						12.25
		\$2,018.71	\$2,666.66		\$3,891.89	10.50
						8.75
	\$905.52	\$1,354.12	\$1,798.10		\$2,666.66	7.00
	\$679.83	\$1,017.67			\$2,079.00	5.25
\$226.84	\$453.22	\$679.83			\$1,386.00	3.50
\$113.42	\$226.84	\$340.26				1.75