

VISUAL IMPACT PRICING.

Choose your ad. Determine your price.

SAMPLE RATE CALCULATOR

1. Weekday Base Rate

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

\$3,058.65

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

\$7,799.56

2. Long Frequency Discount

Example: 52 consecutive weeks

15% discount (\$1,376.39) = **\$6,629.62**

3. Annual Contract Discount

(22.75%)

Example: \$22,500 level = **\$5,121.38**

MEMBER

* AD/SAT & AD/SPACE

* AP Adsend

* Audit Bureau of Circulations (ABC)

* Florida Newspaper Advertising & Marketing Executive (FNAME)

* Florida Newspaper Co-Op Association (FNCA)

* Metro-Puck Comics Network

* Florida Newspaper Advertising Network (FNAN)

* NEWSPAPER ASSOCIATION OF AMERICA (NAA)

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	
		\$5,896.80			\$10,080.00	21.00
						19.25
				\$8,750.00		17.50
			\$5,896.80			15.75
						14.00
						12.25
		\$3,058.65	\$4,040.40		\$5,896.80	10.50
						8.75
	\$1,372.00	\$2,051.70	\$2,724.40		\$4,040.40	7.00
	\$1,030.05	\$1,541.93			\$3,150.00	5.25
\$343.70	\$686.70	\$1,030.05			\$2,100.00	3.50
\$171.85	\$343.70	\$515.55				1.75

THE LEDGER MODULAR BASE RATES - SUNDAY

C O L U M N S						DEPTH, INCHES
1	2	3	4	5	6	
		\$6,486.48			\$11,088.00	21.00
						19.25
				\$9,625.00		17.50
			\$6,486.48			15.75
						14.00
						12.25
		\$3,364.52	\$4,444.44		\$6,486.48	10.50
						8.75
	\$1,509.20	\$2,256.87	\$2,996.84		\$4,444.44	7.00
	\$1,133.06	\$1,696.12			\$3,465.00	5.25
\$378.07	\$755.37	\$1,133.06			\$2,310.00	3.50
\$189.04	\$378.07	\$567.11				1.75