

Choose your ad. Determine your price.

SAMPLE RATE CALCULATOR

1. Weekday Base Rate

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

\$2,813.96

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

\$7,175.59

2. Long Frequency Discount

Example: 52 consecutive weeks

15% discount (\$1,266.28) = **\$6,099.25**

3. Annual Contract Discount

(22.75%)

Example: \$22,500 level = **\$4,711.67**

4. Category Discount (22.75%)

Example Local:

65% discount = **\$1,649.09**

Average cost per ad **\$549.69**

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	
		\$5,425.06			\$9,273.60	21.00
						19.25
				\$8,050.00		17.50
			\$5,425.06			15.75
						14.00
						12.25
		\$2,813.96	\$3,717.17		\$5,425.06	10.50
						8.75
	\$1,262.24	\$1,887.56	\$2,506.45		\$3,717.17	7.00
	\$947.65	\$1,418.57			\$2,898.00	5.25
\$316.20	\$631.76	\$947.65			\$1,932.00	3.50
\$158.10	\$316.20	\$474.31				1.75

THE LEDGER MODULAR BASE RATES - SUNDAY

C O L U M N S						DEPTH, INCHES
1	2	3	4	5	6	
		\$5,967.56			\$10,200.96	21.00
						19.25
				\$8,855.00		17.50
			\$5,967.56			15.75
						14.00
						12.25
		\$3,095.35	\$4,088.88		\$4,088.88	10.50
						8.75
	\$1,388.46	\$2,076.32	\$2,757.09		\$3,187.80	7.00
	\$1,042.41	\$1,560.43			\$2,079.00	5.25
\$347.82	\$694.94	\$1,042.41			\$2,125.00	3.50
\$173.91	\$347.82	\$521.74				1.75

TIMEOUT (ENTERTAINMENT GUIDE) TAB

C O L U M N S						DEPTH, INCHES
1	2	3	4	5	6	
		\$844.19	\$1,115.15		\$1,627.52	10.50
		\$705.66				8.75
	\$378.57	\$566.27	\$751.93		\$1,115.15	7.00
	\$284.29	\$425.57	\$566.27		\$844.19	5.25
\$94.86	\$189.53	\$284.29			\$566.27	3.50
\$47.43	\$94.86	\$142.29			\$284.29	1.75