

VISUAL IMPACT PRICING.

Choose your ad. Determine your price.

1. Base Rates

THE NEWS CHIEF MODULAR BASE RATES - SUNDAY

C O L U M N S						DEPTH, INCHES
1	2	3	4	5	6	
					\$504.00	21.00
						19.25
				\$437.50		17.50
			\$294.84			15.75
						14.00
						12.25
		\$152.93	\$202.02		\$294.84	10.50
						8.75
	\$68.60	\$102.59	\$136.22		\$202.02	7.00
	\$51.50	\$77.10			\$152.93	5.25
\$17.19	\$34.34	\$51.50			\$102.59	3.50
\$8.59	\$17.19	\$25.78				1.75

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SAMPLE RATE CALCULATOR

1. Weekday Base Rate

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

\$504.00

2. Long Frequency Discount

Example: 52 consecutive weeks

15% discount (\$226.80) = **\$1,092.42**

3. Annual Contract Discount (32%)

Example: \$100,000 = **\$710.07**

Total Average Cost Per Ad

\$236.69

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