

## VISUAL IMPACT PRICING.

Choose your ad. Determine your price.

### SAMPLE RATE CALCULATOR

#### 1. Weekday Base Rate

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

**\$152.93**

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

**\$389.98**

#### 2. Long Frequency Discount

**15% discount** \$331.48

#### 3. Annual Contract

\$13,000

\$251.93

**Total average cost per ad** **\$83.98**

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

### 1. Base Rates

THE NEWS CHIEF MODULAR BASE RATES - DAILY

| C O L U M N S |          |          |          |          |          | DEPTH,<br>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             |

THE NEWS CHIEF MODULAR BASE RATES - SUNDAY

| C O L U M N S |          |          |          |          |          | DEPTH,<br>INCHES |
|---------------|----------|----------|----------|----------|----------|------------------|
| 1             | 2        | 3        | 4        | 5        | 6        |                  |
|               |          |          |          |          | \$529.20 | 21.00            |
|               |          |          |          |          |          | 19.25            |
|               |          |          |          | \$459.38 |          | 17.50            |
|               |          |          | \$309.58 |          |          | 15.75            |
|               |          |          |          |          |          | 14.00            |
|               |          |          |          |          |          | 12.25            |
|               |          |          | \$160.58 |          |          | 10.50            |
|               |          |          |          |          |          | 8.75             |
|               | \$ 72.03 | \$107.71 | \$143.03 |          | \$212.12 | 7.00             |
|               | \$ 54.08 | \$ 80.95 |          |          | \$160.58 | 5.25             |
| \$ 18.04      | \$ 36.05 | \$ 54.08 |          |          | \$107.71 | 3.50             |
| \$ 9.02       | \$ 18.04 | \$ 27.07 |          |          |          | 1.75             |