

VISUAL IMPACT PRICING.

Choose your ad. Determine your price.

SAMPLE RATE CALCULATOR

1. Weekday Base Rate

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

\$611.73

of weekday runs in a 7 day period 3

\$1,559.91

2. Long Frequency Discount

Example: 52 consecutive weeks

15% discount (\$275.28) = **\$1,325.92**

3. Annual Contract Discount

(22.75%)

Example: \$22,500 level = **\$1,024.28**

Each Ad \$341.42

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 NEWS CHIEF OMODULAR BASE RATES - DAILY

C O L U M N S						DEPTH, INCHES
1	2	3	4	5	6	
		\$1,179.36			\$2,016.00	21.00
						19.25
				\$1,750.00		17.50
			\$1,179.36			15.75
						14.00
						12.25
		\$611.73	\$808.08		\$1,179.36	10.50
						8.75
	\$274.40	\$410.34	\$544.88		\$808.08	7.00
	\$206.01	\$308.39			\$630.00	5.25
\$68.74	\$137.34	\$206.01			\$420.00	3.50
\$34.37	\$68.74	\$103.11				1.75

THE NEWS CHIEF OMODULAR BASE RATES - SUNDAY

C O L U M N S						DEPTH, INCHES
1	2	3	4	5	6	
		\$1,179.36			\$2,016.00	21.00
						19.25
				\$1,750.00		17.50
			\$1,179.36			15.75
						14.00
						12.25
		\$611.73	\$808.08		\$1,179.36	10.50
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