

VISUAL IMPACT PRICING.

Choose your ad. Determine your price.

SAMPLE RATE CALCULATOR

1. Weekday Base Rate

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

\$403.20

#of weekday runs in a 7 day period

\$705.60

2. Long Frequency Discount

Example: 52 consecutive weeks

15% discount = \$599.76

3. Annual Contract \$100,000

Total per ad \$389.92

1. Base Rate

Example: **6x10.5"** (Full Page Tab) ad

\$235.87

2. Long Frequency Discount

Example: 52 consecutive weeks

15% discount \$200.49

3. Annual Contract Discount

Example: \$15,500 level

Average cost per ad \$150.37

Polk Homes

1. Base Rate

Example: **6x10.5"** (Full Page Tab) ad

\$845.00

2. Long Frequency Discount

Example: 52 consecutive weeks

15% discount \$718.25

3. Annual Contract Discount

Example: \$15,500 level

Average cost per ad \$538.69

1. Base Rates

THE NEWS CHIEF MODULAR BASE RATES - DAILY

C O L U M N S						DEPTH, INCHES
1	2	3	4	5	6	
					\$403.20	21.00
						19.25
				\$350.00		17.50
			\$235.87			15.75
						14.00
						12.25
		\$122.35	\$161.62		\$235.87	10.50
						8.75
	\$54.88	\$82.07	\$108.98		\$161.62	7.00
	\$41.20	\$61.68			\$122.35	5.25
\$13.75	\$27.47	\$41.20			\$82.07	3.50
\$6.87	\$13.75	\$20.62				1.75

THE NEWS CHIEF MODULAR BASE RATES - SUNDAY

C O L U M N S						DEPTH, INCHES
1	2	3	4	5	6	
					\$403.20	21.00
						19.25
				\$350.00		17.50
			\$235.87			15.75
						14.00
						12.25
		\$122.35	\$161.62		\$235.87	10.50
						8.75
	\$54.88	\$82.07	\$108.98		\$161.62	7.00
	\$41.20	\$61.68			\$122.35	5.25
\$13.75	\$27.47	\$41.20			\$82.07	3.50
\$6.87	\$13.75	\$20.62				1.75

POLK HOMES (REAL ESTATE) TAB

C O L U M N S						DEPTH, INCHES
1	2	3	4	5	6	
		\$438.30			\$845.00	10.50
						8.75
						7.00
		\$220.95			\$438.30	5.25
	\$98.40					3.50
						1.75

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