

# VISUAL IMPACT PRICING.

Choose your ad. Determine your price.

## 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          |                  |
|               |          |          |          |            | \$1,612.80 | 21.00            |
|               |          |          |          |            |            | 19.25            |
|               |          |          |          | \$1,400.00 |            | 17.50            |
|               |          |          | \$943.49 |            |            | 15.75            |
|               |          |          |          |            |            | 14.00            |
|               |          |          |          |            |            | 12.25            |
|               |          | \$489.38 | \$646.46 |            | \$943.49   | 10.50            |
|               |          |          |          |            |            | 8.75             |
|               | \$219.52 | \$328.27 | \$435.90 |            | \$646.46   | 7.00             |
|               | \$164.81 | \$246.71 |          |            | \$489.38   | 5.25             |
| \$54.99       | \$109.87 | \$164.81 |          |            | \$328.27   | 3.50             |
| \$27.50       | \$54.99  | \$82.49  |          |            |            | 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          |                  |
|               |          |          |          |            | \$1,693.44 | 21.00            |
|               |          |          |          |            |            | 19.25            |
|               |          |          |          | \$1,470.00 |            | 17.50            |
|               |          |          | \$990.66 |            |            | 15.75            |
|               |          |          |          |            |            | 14.00            |
|               |          |          |          |            |            | 12.25            |
|               |          | \$513.85 | \$678.79 |            | \$990.66   | 10.50            |
|               |          |          |          |            |            | 8.75             |
|               | \$230.50 | \$344.69 | \$457.70 |            | \$678.79   | 7.00             |
|               | \$173.05 | \$259.04 |          |            | \$513.85   | 5.25             |
| \$57.74       | \$115.37 | \$173.05 |          |            | \$344.69   | 3.50             |
| \$28.87       | \$57.74  | \$86.61  |          |            |            | 1.75             |

## SAMPLE RATE CALCULATOR

### 1. Base Rate Sunday

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

**\$513.85**

Sunday & Weekday in a 7 day period **2**

**\$4,181.18**

### 2. Long Frequency Discount

Example: 52 consecutive weeks

**15% discount = \$3,554.01**

### 3. Annual Contract Discount (31%)

Example: \$47,000 = **\$2,452.26**

**Average cost per ad \$1,721.13**

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