

VISUAL IMPACT PRICING.

Choose your ad. Determine your price.

SAMPLE RATE CALCULATOR

1. Weekday Base Rate

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

\$489.38

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

\$1,247.93

2. Long Frequency Discount

15% discount \$1,060.74

3. Annual Contract

\$22,500.00

\$819.52

4. Category Discount

65% discount = \$286.80

Total average cost per ad \$95.60

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, INCHES
1	2	3	4	5	6	
					\$1,612.08	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	\$435.09		\$646.46	7.00
	\$164.81	\$246.71			\$489.38	5.25
\$ 54.99	\$109.87	\$164.81			\$328.27	3.50
\$ 27.05	\$ 54.99	\$ 82.49				1.75

THE NEWS CHIEF MODULAR BASE RATES - SUNDAY

C O L U M N S						DEPTH, 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
	\$230.05	\$344.69	\$457.07		\$678.79	7.00
	\$170.05	\$259.04			\$513.85	5.25
\$ 57.74	\$115.37	\$173.05			\$344.69	3.50
\$ 28.87	\$ 57.74	\$ 86.61				1.75

WEEKEND PLUS (ENTERTAINMENT GUIDE) TAB

C O L U M N S						DEPTH, INCHES
1	2	3	4	5	6	
		\$122.35	\$161.62		\$235.87	10.50
		\$102.27				8.75
	\$ 54.88	\$ 82.07	\$108.98		\$161.62	7.00
	\$ 41.02	\$ 61.68	\$ 82.07		\$122.35	5.25
\$ 13.75	\$ 27.47	\$ 41.02			\$ 82.07	3.50
\$ 6.87	\$ 13.75	\$ 20.62			\$ 41.02	1.75