

VISUAL IMPACT PRICING.

Choose your ad. Determine your price.

SAMPLE RATE CALCULATOR

1. Weekday Base Rate

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

\$2,298.24

#of weekday runs in a 7 day period **2**

\$4,021.92

2. Long Frequency Discount

Example: 52 consecutive weeks

15% discount (\$689.47) = **\$3,418.63**

3. Annual Contract Discount (29%)

Example: \$32,000 level = \$2,427.23

Total per ad **\$1,213.62**

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**

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

1. Base Rates

THE LEDGER MODULAR BASE RATES - DAILY

C O L U M N S						DEPTH, INCHES
1	2	3	4	5	6	
		\$1,344.47			\$2,298.24	21.00
						19.25
				\$1,995.00		17.50
			1,344.47			15.75
						14.00
						12.25
		\$697.37	\$921.21		\$1,344.47	10.50
						8.75
	\$312.82	\$467.79	\$621.16		\$921.21	7.00
	\$234.85	\$351.56			\$718.20	5.25
\$78.36	\$156.57	\$234.85			\$478.80	3.50
\$39.18	\$78.36	\$117.55				1.75

THE LEDGER MODULAR BASE RATES - SUNDAY

C O L U M N S						DEPTH, INCHES
1	2	3	4	5	6	
		\$1,344.47			\$2,298.24	21.00
						19.25
				\$1,995.00		17.50
			1,344.47			15.75
						14.00
						12.25
		\$697.37	\$921.21		\$1,344.47	10.50
						8.75
	\$312.82	\$467.79	\$621.16		\$921.21	7.00
	\$234.85	\$493.42			\$718.20	5.25
\$78.36	\$156.57	\$234.85			\$478.80	3.50
\$39.18	\$78.36	\$117.55				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