

VISUAL IMPACT PRICING.

Choose your ad. Determine your price.

1. Base Rates

THE REPORTER MODULAR BASE RATES - SUNDAY

C O L U M N S						DEPTH, INCHES
1	2	3	4	5	6	
		\$471.74			\$806.40	21.00
						19.25
				\$700.00		17.50
			\$471.74			15.75
						14.00
						12.25
		\$244.69	\$323.23		\$471.74	10.50
						8.75
	\$109.76	\$164.14	\$217.95		\$323.23	7.00
	\$82.40	\$123.35			\$252.00	5.25
\$27.50	\$54.94	\$82.40			\$164.14	3.50
\$13.75	\$27.50	\$41.24				1.75

SAMPLE RATE CALCULATOR

1. Weekday Base Rate

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

\$806.40

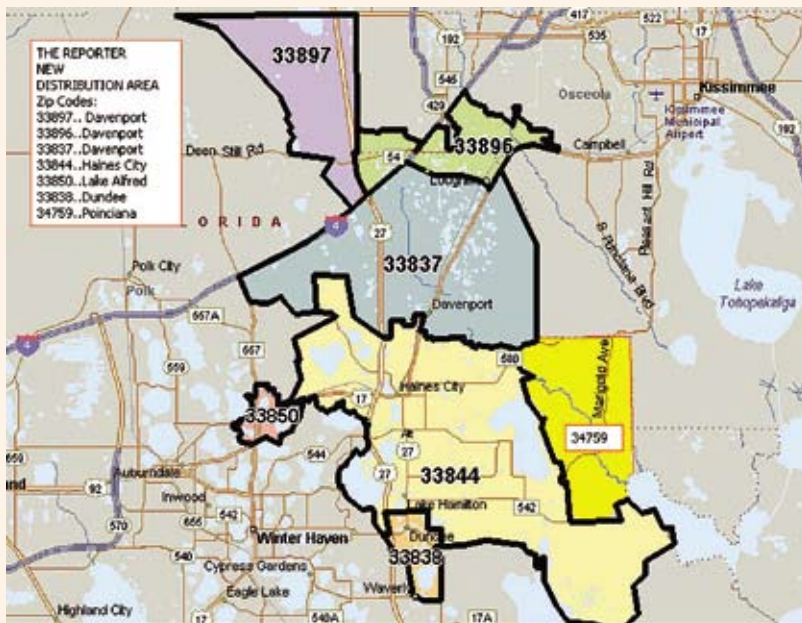
2. Long Frequency Discount

Example: 52 consecutive weeks

15% discount (\$120.96) = **\$685.44**

3. Annual Contract Discount (32%)

Example: \$56,000 = **\$466.10**



TOTAL SUNDAY DISTRIBUTION 28,500

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