

VISUAL IMPACT PRICING.

Choose your ad. Determine your price.

SAMPLE RATE CALCULATOR

1. Weekday Base Rate

Example: **3x10.5"** (3x6 mod) ad
\$305.87

2. Long Frequency Discount

Example: 52 consecutive weeks
15% discount (\$45.88) = **\$259.99**

3. Annual Contract Discount (23%)

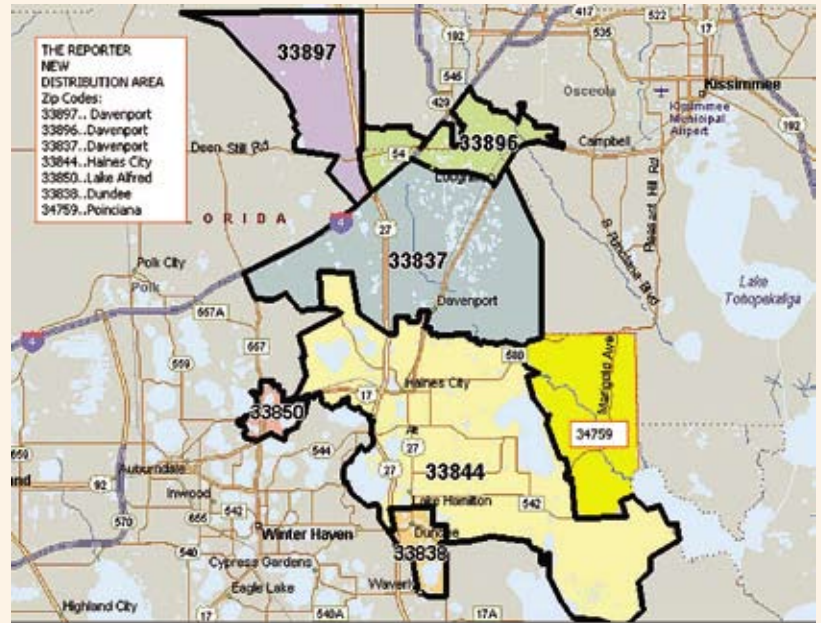
Example: \$11,000 level
\$200.19

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

1. Base Rates

THE REPORTER MODULAR BASE RATES - SUNDAY

C O L U M N S						DEPTH, INCHES
1	2	3	4	5	6	
		\$589.68			\$1,008.00	21.00
						19.25
				\$875.00		17.50
			\$589.68			15.75
						14.00
						12.25
		\$305.87	\$404.04		\$589.68	10.50
						8.75
	\$137.20	\$205.17	\$272.44		\$404.04	7.00
	\$103.01	\$154.19			\$315.00	5.25
\$34.37	\$68.67	\$103.01			\$210.00	3.50
\$17.19	\$34.37	\$51.56				1.75



TOTAL SUNDAY DISTRIBUTION 28,500