

VISUAL IMPACT PRICING.

Choose your ad. Determine your price.

SAMPLE RATE CALCULATOR

1. Weekday Base Rate

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

\$611.73

2. Long Frequency Discount

Example: 52 consecutive weeks

15% discount (\$91.76) = **\$519.97**

3. Annual Contract Discount

(19.75%)

Example: \$11,000 level = **\$417.28**

MEMBER

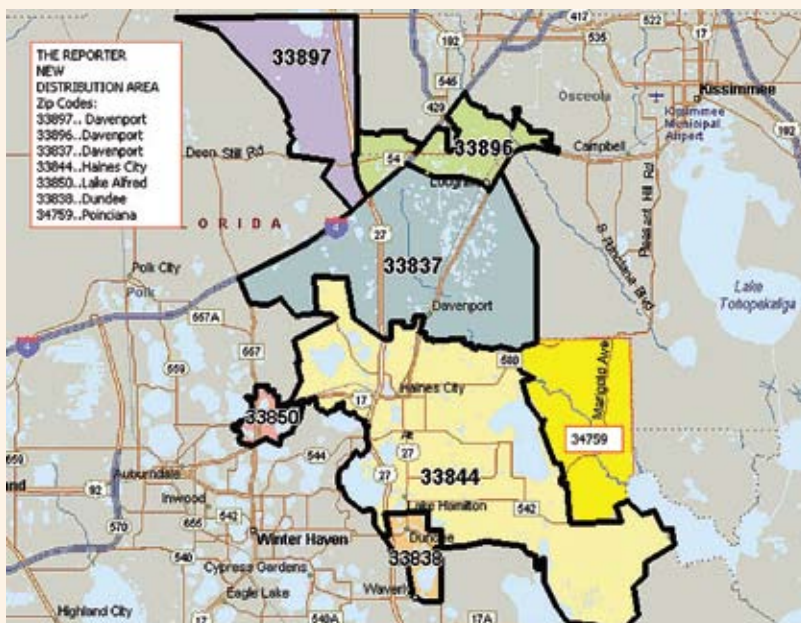
- * AD/SAT & AD/SPACE
- * AP Adsend
- * Audit Bureau of Circulations (ABC)
- * Florida Newspaper Advertising & Marketing Executive (FNAME)
- * Florida Newspaper Co-Op Association (FNCA)
- * Metro-Puck Comics Network
- * Florida Newspaper Advertising Network (FNAN)
- * NEWSPAPER ASSOCIATION OF AMERICA (NAA)

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	
		\$1,179.36			\$2,016.00	21.00
						19.25
				\$1,750.00		17.50
			\$1,179.36			15.75
						14.00
						12.25
		\$611.73	\$808.08		\$1,179.36	10.50
						8.75
	\$274.40	\$410.34	\$544.88		\$808.08	7.00
	\$206.01	\$308.39			\$630.00	5.25
\$68.74	\$137.34	\$206.01			\$420.00	3.50
\$34.37	\$68.74	\$103.11				1.75



TOTAL SUNDAY DISTRIBUTION 28,500