

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	
		\$943.49			\$1,612.80	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	\$435.90		\$646.46	7.00
	\$164.81	\$246.71			\$504.00	5.25
\$54.99	\$109.87	\$164.81			\$336.00	3.50
\$27.50	\$54.99	\$82.49				1.75

SAMPLE RATE CALCULATOR

1. Base Rate Sunday

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

\$489.38

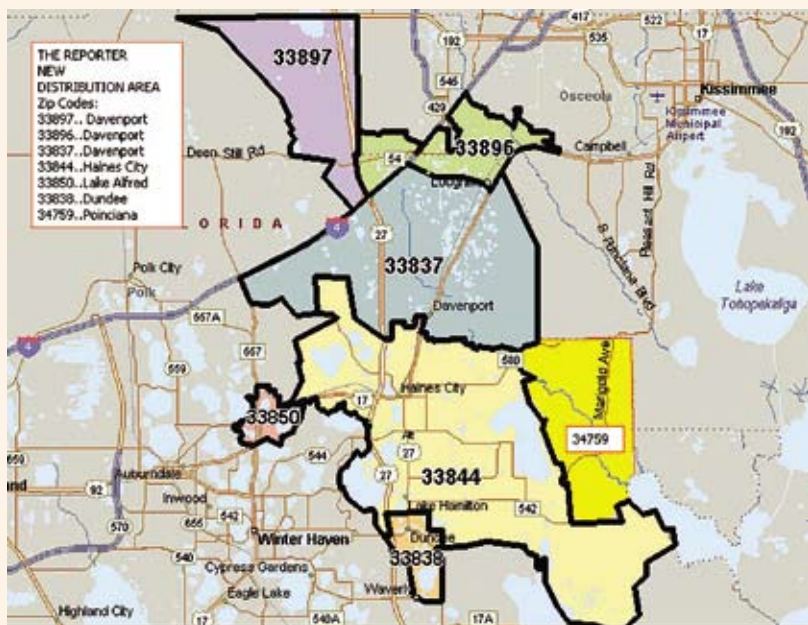
2. Long Frequency Discount

Example: 52 consecutive weeks

15% discount (\$73.41) = **\$415.98**

3. Annual Contract Discount (27%)

Example: \$22,500 = **\$303.66**



TOTAL SUNDAY DISTRIBUTION 28,500

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