

VISUAL IMPACT PRICING.

Choose your ad. Determine your price.

SAMPLE RATE CALCULATOR

1. Weekday Base Rate

Example: **3x10.5"** (3x6 mod) ad
\$397.62

2. Long Frequency Discount

Example: 52 consecutive weeks
15% discount (\$59.64) = **\$337.98**

3. Annual Contract Discount (18.25%)

Example: \$7,500 level = \$276.30

4. Category Discount

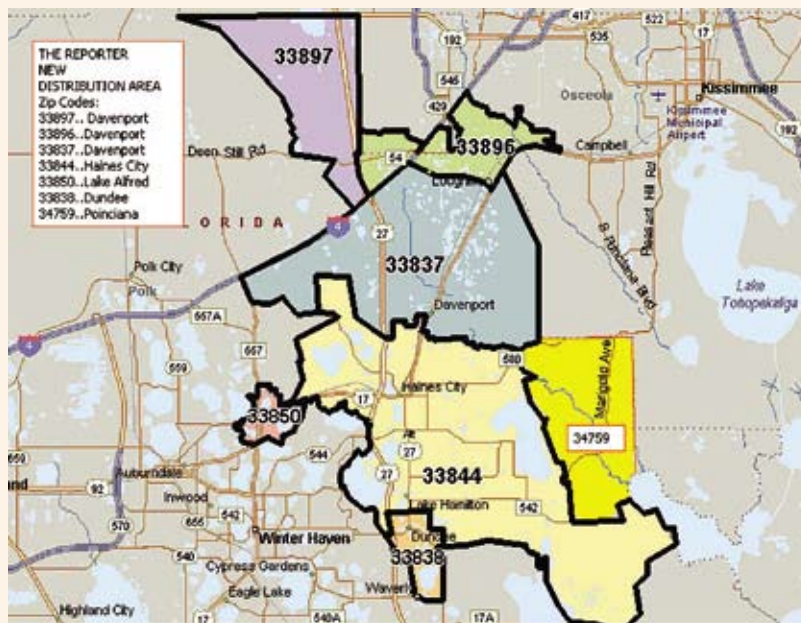
Example: Local
65% discount = \$120.93

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	
		\$766.58			\$1,310.40	21.00
						19.25
				\$1,137.50		17.50
			\$766.58			15.75
						14.00
						12.25
		\$397.62	\$525.25		\$766.58	10.50
						8.75
	\$178.36	\$266.72	\$354.17		\$525.25	7.00
	\$133.91	\$200.45			\$409.50	5.25
\$44.68	\$89.27	\$133.91			\$273.00	3.50
\$22.34	\$44.68	\$67.02				1.75



TOTAL SUNDAY DISTRIBUTION 28,500