

12 Classified Advertising Rates



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NATIONAL RATE (15% commissionable)

Based on 10-column format.

Daily and Sunday per line (x14)	\$4.98
Repeat ads, per line (must repeat within 6 days of original insertion)	2.49

National advertising is sold in combination with Entertaining You Weekly.

Classified display ad minimum sizes:
1 column x 1 inch. All ads over 11 lines are sold based on measuring 14 agate lines per inch.

COMMERCIAL CLASSIFIED ANNUAL CONTRACT RATES

Minimum 3 lines per day for 52 weeks.

Ads published on consecutive days without change.

Lines	Per	1x	2x	3x	7x	28x
3-5	line	\$2.14	\$1.90	\$1.70	\$1.28	\$1.10
6-13	line	\$1.96	\$1.70	\$1.56	\$1.16	\$0.98

Ads published within 7 days without change

Lines	Inches	Per	1x	2x	3x	7x	28x
14-83		line	\$1.72	\$1.52	\$1.38	\$1.04	\$0.86
	1-5	inch	24.08	21.28	19.32	14.56	12.04
84-307		line	1.52	1.31	1.20	0.90	
	6-21	inch	21.28	18.34	16.80	12.60	
308-615		line	1.42	1.25	1.14	0.82	
	22-43	inch	19.88	17.50	15.96	11.48	
616-1049		line	1.34	1.17	1.08		
	44-74	inch	18.76	16.38	15.12		
1050-1399		line	1.25	1.08	0.94		
	75-100	inch	17.50	15.12	13.16		
1400 & up		line	1.16	0.99	0.90		
	101-200	inch	16.24	13.86	12.60		

CLASSIFIED DOLLAR VOLUME RATES

Yearly dollar volume contracts are available upon request. Ask your advertising representative for details.

COMMERCIAL CLASSIFIED ANNUAL EARNED RATE CONTRACTS

Based on daily linage minimums.

Earned rate based on lines/inches per month.

Min. Lines Daily	Lines/Inches	Rate	8,400 600	12,600 900	16,800 1,200	33,600 2,400	Display ROP
14	line	\$1.17	\$1.15	\$1.12	\$1.08	\$1.05	
	1"	\$16.38	\$16.10	\$15.68	\$15.12	\$14.70	3"wk
42	line	\$1.10	\$1.07	\$1.05	\$1.00	\$0.98	
	3"	\$15.40	\$14.98	\$14.70	\$14.00	\$13.72	7"wk
84	line	\$1.02	\$0.98	\$0.94	\$0.91	\$0.88	
	6"	\$14.28	\$13.72	\$13.16	\$12.74	\$12.32	15"wk
140	line	\$0.92	\$0.92	\$0.88	\$0.85	\$0.82	
	10"	\$12.88	\$12.88	\$12.32	\$11.90	\$11.48	30"wk

Liner ads must be scheduled for seven consecutive days, within the same classification, but may be replaced with same size ad when item is sold. Set-up ads will be scheduled for seven consecutive days with two revisions

13 WEEK CONTRACT RATES

Minimum 3 lines per day for 13 or more weeks.

Ads published on consecutive days without change.

Lines	Per	1x	2x	3x	7x	28x
3-5	line	\$2.58	\$2.28	\$2.05	\$1.54	\$1.30
6-13	line	\$2.34	\$2.04	\$1.88	\$1.40	\$1.17

Ads published within 7 days without change.

Lines	Inches	Per	1x	2x	3x	7x	28x
14-83		line	\$2.05	\$1.81	\$1.66	\$1.23	\$1.05
	1-5	inch	28.70	25.34	23.24	17.22	14.70
84-307		line	1.81	1.58	1.45	1.10	
	6-21	inch	25.34	22.12	20.30	15.40	
308-615		line	1.69	1.50	1.36		
	22-43	inch	23.66	21.00	19.04		
616-1049		line	1.60	1.40	1.29		
	44-74	inch	22.40	19.60	18.06		
1050-1399		line	1.50	1.29	1.15		
	75-100	inch	21.00	18.06	16.10		
1400 & up		line	1.38	1.16	1.10		
	101-200	inch	19.32	16.24	15.40		