

# 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		