

National & Retail Advertising Rates 7

NATIONAL DISPLAY ROP

Non-Contract Rate (based on 6 column format)

Daily	\$43.25
Sunday	\$54.10

The national rate is commissionable 15% to recognized advertising and media placement agencies. Discount applies to gross amounts.

DISPLAY ROP

Open Rate, Non-Contract Rate (based on 6 column format)

Daily	\$43.25	Sunday	\$54.10
3x Rate Daily	\$34.60	Sunday	\$43.30
6x Rate Daily	\$32.45	Sunday	\$40.55

To earn the 3 or 6 time rate, an account must publish three or six ads in a three week period. Ads must be pre-paid in order to earn discounted rates.

ANNUAL REVENUE CONTRACTS

Contract Level	Daily	Sunday
Open Rate	\$43.25	\$54.10
\$2,500	\$29.91	\$37.50
\$5,000	\$29.28	\$36.75
\$7,500	\$28.40	\$35.65
\$10,000	\$27.99	\$35.10
\$15,000	\$27.56	\$34.55
\$20,000	\$27.22	\$34.15
\$30,000	\$26.99	\$33.90
\$50,000	\$26.31	\$33.00
\$90,000	\$25.90	\$32.50

Dollar Volume Contracts for spending over \$100,000 are available. Contact The Saginaw News or your advertising representative for details.

All spending in The Saginaw News in any newspaper category (display, classified, preprints, color, etc.), MLive.com, Niche Publications, Data Base Marketing (excluding postage) or Event Marketing will count toward Dollar Volume Contract fulfillment.

FREQUENCY CONTRACTS

Total inches each week	52 consecutive weeks		13 times or 13 weeks	
	Daily	Sunday	Daily	Sunday
1	\$29.63	\$37.20	\$33.48	\$42.00
2	\$29.23	\$36.65	\$33.03	\$41.45
3	\$28.66	\$36.00	\$32.40	\$40.65
7	\$28.10	\$35.25	\$31.78	\$39.80
15	\$27.56	\$34.55	\$31.16	\$39.10

GUARANTEED POSITIONS

In addition to regular per inch rate, premium for guaranteed positions will be 15%.

The Saginaw News will attempt to satisfy all customer position requests. Since our product requires flexibility, all requests cannot be guaranteed.

Contact your advertising representative for details.

50% PUBLISHER OPTION & STANDBY ADS

Previously published at full rate advertisements may be submitted for insertion at times when additional advertising space becomes available. These ads will be published completely at the Publisher's option but will be billed at 50% off the regular charge.

Circulation/Distribution

Delivered in Saginaw, Midland, Gratiot, Gladwin, Isabella and Clare Counties. Distribution quantities change by quarter, ask for current numbers.

