

Retail Advertising Rates

MULTIPLE PAGE ROP RATES per thousand

Pages	1-5
2 Full or 4 Tab Pages	\$104
4 Full or 8 Tab Pages	\$125
6 Full or 12 Tab Pages	\$161

- Six Time Plus rates are available upon request
- Multi-page space rates are based on consecutive or nonconsecutive pages published in one issue of The Saginaw News by a single advertiser.
- Two and three page ads receive 20% color discount. Four or more multi-pages receive a 50% color discount. Color is subject to availability. Less than full run, 16,000 or more, add premium of 15% to above cost per thousands.
- Prices quoted per 1,000 circulation (41,000 daily, 51,000 Sundays, and 32,100 in the non-subscriber weekly publication *Entertaining You*).

OTHER ROP RATES

	Daily	Sunday
Special Section Rate	\$36.46	\$44.84
Travel	\$31.61	\$39.62
Government/Civic	\$30.75	\$38.00
Co-op	\$31.50	\$39.50
Church	\$25.60	\$32.05

WEATHER PAGE SPONSOR

2 column x 2 1/2" premium ad position available for 1-52 weeks. Weather Page Sponsor ad is sold on a weekly schedule. Process color is free. Book well in advance.

1-3 times a year	\$845
4-12 times a year	\$775
13 or more times a year	\$740



DISCOUNTS and PREMIUMS

REPEAT AD DISCOUNTS

Advertisements may be repeated Monday through Saturday within six days of original date, or six or less days prior to a full price Sunday insertion, at **50% OFF** the daily rate. Repeat ad discounts of **75% OFF** the daily rate may be used for the second, third, fourth, etc. repeat ad within a seven day period. Repeat ads may not have changes in copy.

MORTGAGE RATE SPONSOR

3 columns x 1.5" Call for availability

Sunday's in the Real Estate Section	\$165
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BANNER ADS

PAGE 2, TRAVEL, WEEKEND WALLET

6 columns x 2.5" (includes process color)

	Daily	Sunday
1-3 times a year	\$605	\$755
4-12 times a year	\$575	\$725
13-51 times a year	\$545	\$685
52 times a year	\$515	\$645



BONUS HOLIDAY DISTRIBUTION

Sunday home delivered distribution will extend to Thanksgiving Day and Christmas Day in 2009. Advertisers will be charged Sunday display ROP rates on these two holidays. Thanksgiving Day and Christmas Day preprint users - premium of 5% using daily preprint rates. These dates will receive morning delivery of papers. Contact your sales representative for holiday quantities.