

# Retail Advertising Rates

Effective December 1, 2016

RATE	DAILY FULL RUN	SUNDAY FULL RUN	WEEKLY
<b>OPEN</b>	<b>\$81.00</b>	<b>\$81.00</b>	<b>\$16.00</b>
<b>\$1,000</b>	<b>\$33.80</b>	<b>\$39.00</b>	<b>\$15.00</b>
<b>\$2,500</b>	<b>\$29.90</b>	<b>\$34.50</b>	<b>\$14.00</b>
<b>\$5,000</b>	<b>\$26.00</b>	<b>\$30.00</b>	<b>\$13.00</b>
<b>\$10,000</b>	<b>\$23.40</b>	<b>\$27.00</b>	<b>\$12.00</b>
<b>\$20,000</b>	<b>\$20.80</b>	<b>\$24.00</b>	<b>\$11.00</b>
<b>\$35,000</b>	<b>\$18.20</b>	<b>\$21.00</b>	<b>\$10.00</b>
<b>\$50,000</b>	<b>\$15.60</b>	<b>\$18.00</b>	<b>\$9.00</b>
<b>\$75,000</b>	<b>\$14.30</b>	<b>\$16.50</b>	<b>\$8.00</b>
<b>\$100,000</b>	<b>\$12.35</b>	<b>\$14.25</b>	<b>\$7.00</b>

Add color for \$3.00 pci. • All weekly pickup rates are 50% off rate card • Non Profits receive 100,000 rate card level • Guaranteed placement requires 25% premium, requested BUT NOT guaranteed is no charge • Pickup discounts 25% off second day, 50% off third day, 75% off fourth day within six days of the initial run • Creative charges may apply • Search boost charges may apply

3 PACK - includes 20,000 digital ads			JUMP START		Jump Start rates are also available for Classified. * Available for first time advertisers. Add color for \$3 pci.
SIZE	B/W	COLOR	Full Page	\$2400.00	
Three 7 inch ads	\$576.00	\$639.00	1/2 Page	\$1450.00	
Three 15 inch ads	\$960.00	\$1,095.00	1/4 Page	\$800.00	
Three 30 inch ads	\$1,680.00	\$1,950.00	*Includes Search Boost an additional \$39, 10,000 online impressions & 1 week of Bulletins.		
Three 60 inch ads	\$3,120.00	\$3,660.00			
Three 129 inch ads	\$6,432.00	\$7,593.00			

## ONLINE ADVERTISING RATES - EFFECTIVE DECEMBER 1, 2016

6 PACK - includes 30,000 digital ads			Banner Advertising	No Contract Base Rate	20,000 Impressions per month	30,000 Impressions per month	40,000 Impressions per month	50,000 Impressions per month	75,000 Impressions per month	100,000 Impressions per month
SIZE	B/W	COLOR	Static Banner Cost per thousand Run of Site	\$21.00	\$20.00	\$18.00	\$17.00	\$16.00	\$15.00	\$14.00
Six 7 inch ads	\$948.00	\$1,074.00	Mobile Advertising	No Contract Base Rate	25,000 Impressions per month	50,000 Impressions per month	75,000 Impressions per month	100,000 Impressions per month	125,000 Impressions per month	Bundled w/Print Banner or Mobile
Six 15 inch ads	\$1,620.00	\$1,890.00	320x50 Banner Ad Cost per thousand Run of Site	\$20.00	\$19.00	\$17.00	\$16.00	\$15.00	\$14.00	\$14.00
Six 30 inch ads	\$2,880.00	\$3,420.00	<b>Other Banner Types</b>		<b>Price</b>					
Six 60 inch ads	\$5,400.00	\$6,480.00	Pencil Ad & Wrap (PAW) Home Page or News Page		\$700 / 24 Hours All Sites					
Six 129 inch ads	\$11,196.00	\$13,518.00	Pencil Ad & Wrap (PAW) Bundled		\$450 / 24 Hours All Sites					
Must run within 4 weeks, creative charges may apply.			Gravity Ad Full Page Interstitial		\$700 / 24 Hours All Sites					
Must run within 6 weeks, creative charges may apply.			Floating Bar 970x60 Banner Ad		\$450 / 24 Hours All Sites					
9 PACK - includes 45,000 digital ads			PAD (Pencil Ad Drop) 1170x50 Pixel Closed & 1170x350 Pixel Open		\$450 / 24 Hours All Sites					
SIZE	B/W	COLOR	OTHER DIGITAL PRODUCTS AVAILABLE, ASK YOUR SALES CONSULTANT.							
Nine 7 inch ads	\$1,296.00	\$1,485.00								
Nine 15 inch ads	\$2,160.00	\$2,565.00								
Nine 30 inch ads	\$3,780.00	\$4,590.00								
Nine 60 inch ads	\$7,020.00	\$8,640.00								
Nine 129 inch ads	\$14,472.00	\$17,955.00								
Must run within 9 weeks, creative charges may apply.										