

# WEEKENDER

REQUESTS FOR AD SIZES NOT LISTED BELOW WILL BE CHARGED A 10% PREMIUM

**RETAIL ADVERTISING PRICES** FULL RUN PER AD SIZE LISTED. Rates are based on a 4 column page. Modular ad sizes.

	Double Truck	Full Pg	1/2 horiz	1/2 vert	1/4 Pg	Strip Ad	1/8 horiz	1/8 vert	1/16 Pg
Open Rate	\$6,000	\$3,100	\$1,600	\$1,600	\$1,000	\$1,000	\$600	\$600	\$350

## LOCAL RETAIL - ANNUAL CONTRACT NET SPENDING

Annual	Double Truck	Full Pg	1/2 horiz	1/2 vert	1/4 Pg	Strip Ad	1/8 horiz	1/8 vert	1/16 Pg
\$2,500	\$5,880	\$3,038	\$1,568	\$1,568	\$980	\$980	\$588	\$588	\$343
\$5,000	\$5,762	\$2,977	\$1,537	\$1,537	\$960	\$960	\$576	\$576	\$336
\$10,000	\$5,647	\$2,918	\$1,506	\$1,506	\$941	\$941	\$565	\$565	\$329
\$25,000	\$5,534	\$2,859	\$1,476	\$1,476	\$922	\$922	\$553	\$553	\$323
\$50,000	\$5,424	\$2,802	\$1,446	\$1,446	\$904	\$904	\$542	\$542	\$316
\$75,000	\$5,315	\$2,746	\$1,417	\$1,417	\$886	\$886	\$532	\$532	\$310
\$100,000	\$5,209	\$2,691	\$1,389	\$1,389	\$868	\$868	\$521	\$521	\$304
\$200,000	\$5,105	\$2,637	\$1,361	\$1,361	\$851	\$851	\$510	\$510	\$298
\$300,000	\$5,002	\$2,585	\$1,334	\$1,334	\$834	\$834	\$500	\$500	\$292
\$400,000	\$4,902	\$2,533	\$1,307	\$1,307	\$817	\$817	\$490	\$490	\$286
\$500,000	\$4,804	\$2,482	\$1,281	\$1,281	\$801	\$801	\$480	\$480	\$280

## WEEKENDER LOCAL SUBURBAN/CHURCH CIVIC PRICES

	Double Truck	Full Pg	1/2 horiz	1/2 vert	1/4 Pg	Strip Ad	1/8 horiz	1/8 vert	1/16
Open Rate	\$3,500	\$1,750	\$950	\$950	\$500	\$500	\$275	\$275	\$150

Annual	Double Truck	Full Pg	1/2 horiz	1/2 vert	1/4 Pg	Strip Ad	1/8 horiz	1/8 vert	1/16
\$500	\$3,430	\$1,715	\$931	\$931	\$490	\$490	\$270	\$270	\$148
\$1,000	\$3,361	\$1,681	\$912	\$912	\$480	\$480	\$264	\$264	\$145
\$5,000	\$3,294	\$1,647	\$894	\$894	\$471	\$471	\$259	\$259	\$142
\$7,000	\$3,228	\$1,614	\$876	\$876	\$461	\$461	\$254	\$254	\$140
\$10,000	\$3,164	\$1,582	\$859	\$859	\$452	\$452	\$249	\$249	\$137

## WEEKENDER MOVIE THEATRE/AMUSEMENT ENTERTAINMENT

	Double Truck	Full Pg	1/2 horiz	1/2 vert	1/4 Pg	Strip Ad	1/8 horiz	1/8 vert	1/16
Open Rate	\$7,000	\$3,600	\$2,000	\$2,000	\$1,200	\$1,200	\$670	\$670	\$360

Annual	Double Truck	Full Pg	1/2 horiz	1/2 vert	1/4 Pg	Strip Ad	1/8 horiz	1/8 vert	1/16
\$5,000	\$6,300	\$3,240	\$1,800	\$1,800	\$1,080	\$1,080	\$603	\$603	\$324
\$10,000	\$6,174	\$3,175	\$1,764	\$1,764	\$1,058	\$1,058	\$591	\$591	\$318
\$15,000	\$6,051	\$3,112	\$1,729	\$1,729	\$1,037	\$1,037	\$579	\$579	\$311
\$25,000	\$5,930	\$3,049	\$1,694	\$1,694	\$1,016	\$1,016	\$568	\$568	\$305
\$50,000	\$5,811	\$2,988	\$1,660	\$1,660	\$996	\$996	\$556	\$556	\$299
\$75,000	\$5,695	\$2,929	\$1,627	\$1,627	\$976	\$976	\$545	\$545	\$293
\$100,000	\$5,581	\$2,870	\$1,595	\$1,595	\$957	\$957	\$534	\$534	\$287

# COLOR

## RETAIL COLOR PRICES

Mon-Thur	\$1,155 (Spot or Full)
Fri-Sat	\$1,320
Sunday	\$1,430

## COLOR BY THE INCH

 Maximum size 31.5 inches

Mon-Thur	\$30 (Spot Only)
Fri-Sat	\$35
Sunday	\$40

## MINI COLOR

Mon-Thur	\$125.00
Fri-Sat	\$130.00
Sun	\$140.00

15 inch maximum. One color only, no black. Subject to availability & color

## WEEKENDER COLOR PRICES

	Full Page	1/2 Pg	1/4 Pg	1/8 Page	1/16 Pg
Full or Spot	\$1,200	\$800	\$450	\$220	\$130