

2009 Local General Today and Sports Advertising

FULL RUN PRODUCTS - BASE RATE

Monday \$45.45	Tuesday \$44.77	Wednesday \$70.65	Thursday \$56.28	Friday \$57.22	Saturday \$67.19	Sunday \$74.75
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Contract Discounts

Contract holders receive the following discount based on their annual net expenditure commitment.*

Contract Level	% Discount Earned
\$1,000	2%
\$2,500	3%
\$5,000	4%
\$10,000	5%
\$20,000	6%
\$25,000	7%
\$50,000	8%
\$75,000	10%
\$100,000	13%
\$150,000	16%
\$200,000	19%
\$250,000	22%
\$300,000	25%
\$350,000	28%
\$400,000	31%
\$500,000	34%

* Discount applies to ROP space and color.

Impact Discount Full Run Products

Advertisers receive an increasing discount based on the modular ad size.

Page %	Modular Ad Size	% of Discount Earned	Page %	Modular Ad Size	% of Discount Earned
2%	2.50	0%	37%	48.00	12%
3%	4.00	1%	42%	54.00	14%
5%	6.00	2%	50%	64.50	17%
6%	8.00	3%	56%	72.00	19%
9%	12.00	4%	67%	86.00	22%
14%	18.00	5%	70%	90.00	23%
19%	24.00	6%	83%	107.50	28%
24%	31.50	8%	84%	108.00	28%
28%	36.00	9%	100%	129.00	33%

Color Rates

Page %	Ad Size	Display
2%	2.50	\$83.75
3%	4.00	\$95.00
5%	6.00	\$110.00
6%	8.00	\$125.00
9%	12.00	\$155.00
14%	18.00	\$200.00
19%	24.00	\$245.00
24%	31.50	\$301.25
28%	36.00	\$335.00
37%	48.00	\$425.00
42%	54.00	\$470.00
50%	64.50	\$548.75
56%	72.00	\$605.00
67%	86.00	\$710.00
70%	90.00	\$740.00
83%	107.50	\$871.25
84%	108.00	\$875.00
100%	129.00	\$1032.50

Display rates include a \$65 color setup fee and \$7.50 per inch rate

* Contract discounts apply to color



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Frequency Discount Full Run Products

Advertisers who run the same size ad within a 7-day period receive additional discounts on each ad.

# of Ads	% of Discount Earned
2	13%
3	26%
4	36%
5	43%
6	48%
7	51%

Example

Today & Sports Full Run Ad - \$10,000 contract running 2 times 31.50 inch ad Friday & Saturday (24%)

	Disc.	Fri.	Sat.
Base Rate		\$57.22	\$67.19
Less contract discount	5%	(\$2.86)	(\$3.36)
		\$54.36	\$63.83
Less impact discount	8%	(\$4.35)	(\$5.11)
		\$50.01	\$58.72
Less frequency discount	13%	(\$6.50)	(\$7.63)
		\$43.51	\$51.09
Ad Size	31.50	\$1,370.57	\$1,609.34



For more information please contact your Account Executive or visit www.spokesman.com/advertising
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