

# Display Advertising Networks - National Rate Sheet

<u>State/Region</u>	<u>Size</u>	<u>Cost</u>	<u>Total Newspapers</u>	<u>Circulation</u>	<u>Deadline/Discount</u>
<b>Alabama</b>	2x2	\$1,000	129	872,792	Monday, 5pm
North	2x2	\$690	60	497,950	
South	2x2	\$450	69	374,842	
	Retail Network 2x3: statewide \$1,500, North \$1,035, South \$675				
	Retail Network 2x4: statewide \$2,000, North \$1,380, South \$900				
	Discover:	1x2 for \$500. \$250 each additional inch in depth.			
<b>Alaska</b>	1x2	\$750	19	156,400	Monday, 5pm
	2x2	\$1,500	19	156,400	<b>Frequency Discount a</b>
<b>Alberta, CA</b>	2x2	\$2,721.69	94	490,168	Wednesday, noon
Edmonton North		\$1,154.52	37	168,915	
Central		\$1,102.71	40	239,091	
Calgary South		\$464.46	17	82,162	
<b>Arizona</b>	2x2	\$735	82	869,744	Tuesday, 4pm
Eastern		\$300	14	74,651	
North / Central		\$300	16	126,714	
Western		\$300	9	73,977	
South / Central		\$300	28	247,385	
	2 zones for \$550. Maricopa Co in statewide buy 512,916 circ				
	2x4	\$1,470	82	869,744	
<b>Arkansas</b>	2x2	\$1,200	122	939,421	Monday, 3pm
Northwest		\$475	34	267,813	<b>Frequency Discount</b>
Northeast		\$475	27	279,950	<b>allowed</b>
Central		\$475	28	166,417	
Southern		\$475	33	225,241	
	2x4	\$2,400	122	939,421	
	2x2: 2 regions \$750, 3 regions \$900 / 2x4: 1 region \$650, 2 regions \$1,300, 3 regions \$1,950				
	2x6: \$3,400 statewide, \$950 per region				
<b>California</b>	2x2	\$1,550	140	1,500,000	Monday, 5pm
Northern	2x2	\$1,200	79	803,520	<b>Frequency Discount</b>
Southern	2x2	\$1,200	57	964,000	<b>allowed</b>
	2x4	\$4,000	140	1,500,000	
	2x4: one region \$2,400				
	2x5	\$5,000	140	1,500,000	
	2x5: one region \$3,000				
<b>Colorado</b>	2x2	\$850	92	527,506	Monday, 5pm
	2x4	\$1,700	92	527,506	<b>Frequency Discount</b>
<b>Florida</b>	2x2	\$1,260	104	1,686,126	Monday, 10am
North	2x2	\$395	28	252,589	<b>Frequency Discount</b>
Central	2x2	\$980	58	1,052,225	<b>allowed</b>
South	2x2	\$315	18	381,312	
	2x4	Statewide: \$2,500, North: \$595, Central: \$1,930, South: \$550			
	2x6	Statewide: \$3,475, North: \$1,090, Central: \$2,720, South: \$930			
	3x5	Statewide: \$4,150, North: \$1,300, Central: \$3,260, South: \$1,170			
<b>Georgia</b>	2x2	\$1,400	104	895,172	Tuesday, 10am
Northern	2x2	\$800	46	505,287	
Southern	2x2	\$800	58	389,885	
	1x2	Statewide: \$750; 1 Region: \$400			
	2x4	Statewide: \$2,800; 1 Region: \$1,500			
<b>Hawaii</b>	2x2	\$2,150	14	722,300	Monday, 5pm

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<b>Frequency Discount allowed</b>					
<b>Idaho</b>	2x2	\$785	12	104,870	Wednesday, noon
<i>with Boise</i>	2x2	\$1,475	13	183,870	
<i>without Boise</i>	2x4	\$1,570	12	104,870	
<i>with Boise</i>	2x4	\$2,970	13	183,870	
<b>Hoosier State (IN)</b>	2x2	\$900	91	718,971	Monday, 5pm
<i>North - Zone One</i>	2x2	\$550	28	260,080	
<i>Central - Zone Two</i>	2x2	\$550	28	206,566	
<i>South - Zone Three</i>	2x2	\$550	35	252,325	
	2x4	Statewide: \$1,800 or Region: \$1,100			
<b>Illinois</b>	2x2	\$1,450	252	1,407,964	Wednesday, 10am
<i>Northwest</i>		\$325	57	337,696	
<i>Central West</i>		\$325	49	192,386	
<i>Southwest</i>		\$325	27	164,007	
<i>Central East</i>		\$325	35	165,716	
<i>Southeast</i>		\$325	30	88,929	
	2x2	2 regions: \$625, 3 regions: \$900, 4 regions: \$1,150, 5 regions: \$1,300			
<i>Chicagoland</i>	2x2	\$375	54	459,230	
	Chicagoland+1 region: \$675,+ 2 regions: \$950,+ 3 regions: \$1,200,+ 4 rgn: \$1,350				
<b>Iowa</b>	2x2	\$1,275	206	751,531	Tuesday, 10am
<i>Northwest</i>		\$440	29	69,086	
<i>Northeast</i>		\$440	41	210,879	
<i>North Central</i>		\$440	39	94,428	
<i>Central</i>		\$300	18	56,206	
<i>Southwest</i>		\$440	37	115,310	
<i>Southeast</i>		\$440	42	205,622	
	2x4	Statewide \$2,550 Regional \$860, Central \$560			
<b>Kansas</b>	2x2	\$800	144	462,635	Tuesday, 5pm
	2x4 or 1x8	\$1,650	144	462,635	<b>Frequency Discount allowed</b>
<b>Kentucky</b>	2x2	\$1,950	97	793,311	Wednesday, 3pm
	2x3	\$2,900	97	793,311	
	2x4	\$3,850	97	793,311	
<i>Weekly papers</i>	2x2	\$850	76	369,734	
	2x3	\$1,275	76	369,734	
	2x4	\$1,650	76	369,734	
<i>Daily papers</i>	2x2	\$1,175	21	423,577	
	2x3	\$1,750	21	423,577	
	2x4	\$2,200	21	423,577	
<b>Louisiana</b>	2x2	\$1,250	83papers/50websites	589,314	Tuesday, noon
<i>North</i>	2x2	\$625	24papers/13websites	205,927	<b>Frequency Discount allowed</b>
<i>Southwest</i>	2x2	\$625	28papers/18websites	204,696	<b>allowed</b>
<i>Southeast</i>	2x2	\$625	31papers/19websites	178,691	includes 300x250
	2x2	any 2 regions: \$1,025			online ad for 7 days
	2x4	1 region: \$1,050, 2 regions: \$1,700, statewide: \$2,050			
<b>Maryland-Delaware-DC</b>	2x2	\$1,450	83	1,999,769	Tuesday, noon
<i>Maryland only</i>	2x2	\$1,200	66	1,400,602	<b>Frequency Discount</b>
	2x4	Maryland-Delaware-DC: \$2,900; Maryland only \$2,400			
<b>Michigan</b>	2x2	\$999	105	1,360,605	Monday, noon
	2x4	\$1,998	105	1,360,605	<b>Frequency Discount</b>

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<b>Minnesota</b>	2x2	\$2,400	285	1,471,676	Tuesday, noon
North	2x2	\$600	71	288,310	<b>Frequency Discount allowed</b>
Central	2x2	\$600	74	310,371	
South	2x2	\$600	90	292,824	
	2x2	No Metro- 2 regions: \$1,150; 3 regions: \$1,700			
	2x4	\$5,000	285	1,471,676	
	2x4	No Metro- 1 region: \$1,300; 2 regions: \$2,500; 3 regions: \$3,600			
Metro	2x2	\$1,400	50	580,171	
	2x2	Metro + 1 region: \$1,800; Metro + 2 regions: \$2,300			
	2x4	Metro: \$2,950; Metro + 1 region: \$3,800; Metro + 2 regions: \$4,850			
<b>Mississippi</b>	2x2	\$1,050	99	391,742	Monday, 5pm
North	2x2	\$450	38	152,589	<b>Frequency Discount allowed</b>
Central	2x2	\$450	34	136,344	
Southern	2x2	\$450	27	102,809	
	2x2	2 regions: \$795			
	2x4	1 region: \$900, 2 regions: \$1,575, SW: \$2,100			
	2x6	1 region: \$1,350, 2 regions: \$2,350, SW: \$3,150			
<b>Missouri</b>	1x4, 2x2	\$1,200	165	757,129	Wednesday, noon
East		\$700	71	379,727	
West		\$700	94	377,402	
	2x4	Statewide: \$2,400 ; 1 region: \$1,400			
<b>Montana</b>	2x2	\$375	55	156,198	Wednesday, 5pm
	2x4	\$750	55	156,198	<b>Frequency Discount allowed</b>
<b>Nebraska</b>	1x4, 2x2	\$895	173	363,778	Tuesday, 4pm
Northeast		\$325	58	112,438	
Southeast		\$300	32	74,622	
Central		\$325	48	101,418	
Western		\$300	35	75,300	
	1x8 or 2x4 ads: \$1,790 entire state, \$650 Northeast or Central, \$600 Southeast or Western				
<b>Nevada</b>	2x2	\$690	19	396,973	Monday, noon
	2x4	\$1,380	19	396,973	
<b>New England</b>	2x2	\$1,250	99	1,118,137	Wednesday, noon
Central (MA)		\$450	43	302,453	<b>Frequency Discount allowed</b>
Southern (CT, RI)		\$450	23	406,538	
Northern (ME, NH, VT)		\$450	29	409,146	
<b>New Jersey</b>	2x2	\$1,300	123	1,480,150	Monday, 5pm
Northern Region	2x2	\$1,114	96	1,200,000	<b>Frequency Discount allowed</b>
Southern Region	2x2	\$390	27	250,000	
	2x4	\$2,860	123	1,480,150	
<b>New Mexico</b>	2x2	\$800	29	248,728	Wednesday, noon
	2x4	\$1,600	29	248,728	
<b>New York (dailies)</b>	2x2	\$1,200	29	643,708	Wednesday, noon
West		\$350	9	156,450	<b>Frequency Discount allowed</b>
Central		\$300	8	145,888	
East		\$650	12	341,370	
	2x3	SW: \$1,800, West: \$525, Central: \$450, East: \$975			
	2x4	SW: \$2,400, West: \$700, Central: \$600, East: \$1,300			

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<b>New York (weeklies)</b>	2x2	\$1,850	279	2,268,486	Wednesday, noon
<i>New York City Region</i>		\$750	67	1,013,489	
<i>Long Island Region</i>		\$500	83	471,423	
<i>Hudson Valley Region</i>		\$375	32	203,138	
<i>Western Region</i>		\$375	41	257,191	
<i>Central Region</i>		\$375	30	120,530	
<i>North Country Region</i>		\$175	14	74,996	
<i>Capital District</i>		\$325	20	122,819	
	2x4	SW: \$3,500, regions: double the cost			
<b>North Carolina</b>	2x2	\$1,475	70	1,370,000	Wednesday, 3pm
<i>Eastern</i>		\$925	38	740,000	<b>Frequency Discount</b>
<i>Western</i>		\$715	32	630,000	<b>allowed</b>
	2x4	SW: \$2,950, East: \$1,850, West: \$1,430			
<b>North Dakota</b>	2x2	\$600	89	261,085	Monday, 5pm
<i>Northwest</i>		\$125	22	50,810	
<i>Northeast</i>		\$225	30	69,371	
<i>Southwest</i>		\$125	17	54,710	
<i>Southeast</i>		\$225	20	86,194	
<b>Ohio</b>	2x2	\$975	104	1,132,085	Monday, noon
	2x4	\$1,860	104	1,132,085	
<b>Oklahoma</b>	2x2	\$2,500	188	441,118	Wednesday, 10am
<i>Metro</i>	2x2	\$500	39	111,869	<b>Frequency Discount</b>
<i>Zone One - Northwest</i>	2x2	\$500	35	65,499	<b>allowed</b>
<i>Zone Two - Northeast</i>	2x2	\$500	43	114,612	
<i>Zone Three - Southwest</i>	2x2	\$500	33	61,663	
<i>Zone Four - Southeast</i>	2x2	\$500	38	87,475	
	2x4	\$5,000 statewide, \$1,000 per zone			
<b>Oregon</b>	2x2	\$650	64	336,218	Tuesday, 5pm
<b>Pennsylvania</b>	2x2	\$1,475	138	1,662,821	Monday, 2pm
<i>Northeast zone</i>	2x2	\$110	9	108,813	<b>Frequency Discount</b>
<i>Southeast zone</i>	2x2	\$900	59	796,945	<b>allowed</b>
<i>Central zone</i>	2x2	\$275	34	251,096	
<i>Western zone</i>	2x2	\$475	36	505,967	
	2x4	\$2,950	138	1,662,821	
<b>South Carolina</b>	2x2	\$1,600	110	1,207,386	Wednesday, noon
<i>Upstate</i>		\$850	32	337,770	<b>Frequency Discount</b>
<i>Midlands</i>		\$775	40	395,960	<b>allowed</b>
<i>Pee Dee</i>		\$425	21	203,743	
<i>Lowcountry</i>		\$425	17	269,913	
	2x4	SW: \$3,200, regions: double the cost			
<b>South Dakota</b>	2x2	\$800	130	315,500	Tuesday, noon
<i>East River</i>		\$525	99		<b>Frequency Discount</b>
<i>West River</i>		\$375	31		<b>allowed</b>
<b>Suburban Display Network</b>	2x2	\$2,034	235	3,129,389	Monday, 2pm
	2x4	\$4,068			
<i>East / South</i>	2x2	\$935	93	1,247,703	AR, CT, GA, LA,
	2x4	\$1,870			MA, NJ, NY, PA, RI, VA
<i>Midwest / West</i>	2x2	\$1,411	142	1,881,686	CO, IA, ID, IL, KS,
	2x4	\$2,822			MO, OH, TX, WA

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<b>Tennessee</b>	2x2	\$1,035	89	571,776	Tuesday, noon
<i>Western</i>		\$355	23	111,636	
<i>Middle</i>		\$425	37	217,562	
<i>Eastern</i>		\$425	29	242,578	
	2x4	Statewide: \$2,070, Western: \$710, Middle: \$850, Eastern: \$850			
<b>Texas</b>	2x2	\$1,100	242	622,634	Monday, 5pm
<i>North</i>		\$450	65	186,989	<b>Frequency Discount</b>
<i>South</i>		\$450	84	241,048	<b>allowed</b>
<i>West</i>		\$450	93	194,597	
	2x4	Statewide: \$2,400; Region: \$950			
<b>Utah</b>	2x2	\$320	40	200,000	Tuesday, noon
	2x4	\$588	40	200,000	<b>Frequency Discount</b>
					<b>allowed</b>
<b>Virginia</b>	2x2	\$950	68	533,476	Tuesday, noon
<i>Central / Eastern</i>	2x2	\$500	24	129,688	<b>Frequency Discount</b>
<i>Western</i>	2x2	\$500	21	175,621	<b>allowed</b>
<i>Northern</i>	2x2	\$700	23	228,167	
	2x4	\$1,900	68	533,476	
	2x4 Cental/Eastern: \$1,000; Western: \$1,000; Northern: \$1,400				
<b>Washington</b>	1x4, 2x2	\$1,250	106	1,180,746	Tuesday, 4pm
<i>Coastal</i>		\$400	32	284,720	
<i>Eastern</i>		\$350	38	234,187	
<i>Metro</i>		\$800	36	661,839	
	2x4 or 1x8 ads: \$2,495 entire state, \$800 Coastal, \$700 Eastern, and \$1,600 Metro.				
<b>West Virginia</b>	2x2	\$600	56	534,527	Tuesday, noon
					<b>Frequency Discount</b>
					<b>allowed</b>
<b>Wisconsin</b>	2x2	\$1,350	156	1,964,240	Wednesday, 2pm
<i>Northwest</i>		\$395	49	657,646	readership
<i>Northeast</i>		\$395	34	560,746	
<i>Southwest</i>		\$395	44	268,300	
<i>Southeast</i>		\$395	29	477,548	
	2x4	\$2,925 entire state, \$860 per region - can accept 6- 2x4's a month			
<b>Wyoming</b>	2x2	\$480	45	175,261	Thursday, 2pm
	2x4	\$1,200	45	175,261	
<b>New York - New Jersey - Pennsylvania Tri-Buy</b>					Monday, 11am
	2x2	\$4,177	571	6,003,000	
<b>Pacific Northwest: Alaska, Idaho, Montana, Oregon, Utah, Washington &amp; British Columbia</b>					Wednesday, 5 pm
	2x2	\$1,000	28	800,000	
<i>Combo Buy with California</i>	2x2	\$2,250			

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