



## 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	127	893,708	Monday, 5pm
North	2x2	\$400	46	393,125	
Central	2x2	\$400	40	302,717	
South	2x2	\$400	41	197,866	
	2x2 - 2 regions	\$750			
		Retail Network 2x3: 1 region \$600, 2 regions, \$1,100, statewide \$1,500			
		Retail Network 2x4: 1 region \$800, 2 regions \$1,500, statewide \$2,000			
	Discover:	1x2 for \$500. \$250 each additional inch in depth.			
<b>Alaska</b>	2x2	\$1,750	13	222,800	Monday, 4pm
	2x4	\$3,450	13	222,800	<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	72	662,582	Tuesday, 4pm
Eastern		\$300	13	62,814	
North / Central		\$300	9	60,920	
Western		\$300	9	64,616	
South / Central		\$400	23	170,851	
		2 zones for \$550. Maricopa Co in statewide buy 303,381 circ			
	2x4	Statewide: \$1,470; South/Central: \$800; all others: \$600 each			
	2x5	Statewide: \$1,835; South/Central: \$1,000; all others: \$750 each			
	2x6	Statewide: \$2,200; South/Central: \$1,200; all others: \$900 each			
<b>Arkansas</b>	2x2	\$1,250	112	704,636	Tuesday, noon
Northwest		\$600	30	275,293	<b>Frequency Discount</b>
Northeast		\$600	28	155,039	<b>allowed</b>
Central		\$600	25	116,880	
Southern		\$600	29	157,424	
		2x2: 2 regions \$900, 3 regions \$1,500			
	2x4	\$2,500	112	704,636	
		2x4: 1 region \$900, 2 regions \$1,500, 3 regions \$2,000			
<b>California</b>	2x2	\$1,600	140	1,500,000	Monday, 5pm
Northern	2x2	\$1,240	79	803,520	<b>Frequency Discount</b>
Southern	2x2	\$1,240	57	964,000	<b>allowed</b>
	2x4	\$3,200	140	1,500,000	1x2 \$800
		2x4: one region \$2,480			
	2x5	\$3,750	140	1,500,000	statewide only
		2x5: one region \$3,100			
	2x6	\$4,500	140	1,500,000	
		2x6: one region \$3,720			
<b>Colorado</b>	2x2	\$1,300	91	544,108	Wednesday, noon
Western	2x2	\$800	41	155,882	<b>Frequency Discount</b>
Metro	2x2	\$800	20	186,284	
Northeast	2x2	\$500	16	89,549	
Southeast	2x2	\$500	14	112,393	
	2x4	Statewide: \$2,500; Western or Metro: \$1,500; NE or SE: \$800			

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<b>Florida</b>	2x2	\$1,260	88	1,588,978	Monday, 10am
<i>North</i>	2x2	\$395	27	302,938	<b>Frequency Discount allowed</b>
<i>Central</i>	2x2	\$980	39	659,754	
<i>South</i>	2x2	\$315	22	626,286	
	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	105	811,114	Tuesday, 10am
<i>Northern</i>	2x2	\$800	47	410,714	
<i>Southern</i>	2x2	\$800	58	400,400	
	1x2	Statewide: \$750; 1 Region: \$400			
	2x4	Statewide: \$2,800; 1 Region: \$1,500			
<b>Hawaii</b>	2x2	\$2,450	13	699,983	Monday, 5pm
	2x4	\$4,900	13	699,983	
	2x6	\$7,350	13	699,983	
<b>Idaho</b>	2x2	\$850	12	104,870	Wednesday, noon
<i>with Boise</i>	2x2	\$1,475	13	183,870	
<i>without Boise</i>	2x4	\$1,700	12	104,870	
<i>with Boise</i>	2x4	\$2,970	13	183,870	
<b>Hoosier State (IN)</b>	2x2	\$925	91	718,971	Monday, 5pm
<i>North - Zone One</i>	2x2	\$565	28	260,080	
<i>Central - Zone Two</i>	2x2	\$565	28	206,566	
<i>South - Zone Three</i>	2x2	\$565	35	252,325	
	2x2	2 Regions: \$770			
	2x4	Statewide: \$1,850 / 1 Region: \$1,130 / 2 Regions: \$1,540			
<b>Illinois</b>	2x2	\$1,600	249	1,472,400	Wednesday, 10am
<i>Northwest</i>	2x2	\$360	51	356,700	
<i>Central West</i>	2x2	\$360	45	176,800	
<i>Southwest</i>	2x2	\$360	27	163,100	
<i>Central East</i>	2x2	\$360	36	214,600	
<i>Southeast</i>	2x2	\$360	29	98,600	
	2x2	2 regions: \$700, 3 regions: \$1,000, 4 regions: \$1,300, 5 regions: \$1,450			
<i>Chicagoland</i>	2x2	\$410	61	462,600	
		Chicagoland+1 region: \$750,+ 2 regions: \$1,050,+ 3 regions: \$1,350,+ 4 rgn: \$1,500			
	2x4	Double the rates			
<b>Iowa</b>	2x2	\$1,275	212	890,559	Tuesday, 10am
<i>Northwest</i>	2x2	\$440	33	113,686	
<i>Northeast</i>	2x2	\$440	42	237,393	
<i>North Central</i>	2x2	\$440	41	113,429	
<i>Central</i>	2x2	\$300	23	92,753	
<i>Southwest</i>	2x2	\$440	39	137,413	
<i>Southeast</i>	2x2	\$440	34	195,885	
	2x4	Statewide \$2,550 Regional \$860, Central \$560			

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<b>Kansas</b>	2x2	\$900	144	441,364	Tuesday, 5pm
<i>Eastern</i>	2x2	\$500	41	185,795	<b>Frequency Discount allowed</b>
<i>Central</i>	2x2	\$340	48	131,375	
<i>Western</i>	2x2	\$340	55	124,194	
	2x4	Statewide: \$1,800, Eastern: \$1,000, Central: \$680, Western: \$680			
<b>Kentucky</b>	2x2	\$1,950	113	670,193	Wednesday, 10am
<i>East</i>	2x2	\$1,050	61	309,123	
<i>West</i>	2x2	\$1,100	52	361,070	
<i>Weekly papers</i>	2x2	\$850	94	355,757	
<i>Daily papers</i>	2x2	\$1,175	19	314,436	
	2x3	Statewide: \$2,900; East: \$1,600; West: \$1,650			
	2x3	Weekly: \$1,275; Daily: \$1,750			
	2x4	Statewide: \$3,850; East: \$2,150; West: \$2,200			
	2x4	Weekly: \$1,650; Daily: \$2,200			
<b>Louisiana</b>	2x2	\$1,475	97	764,602	Tuesday, noon
<i>North</i>	2x2	\$525	34	203,846	<b>Frequency Discount allowed</b>
<i>Southwest</i>	2x2	\$500	30	189,307	
<i>Southeast</i>	2x2	\$650	36	391,917	
	2x4	North: \$1,000, Southwest: \$975, Southeast: \$1,225, Statewide: \$2,700			
	2x6	North: \$1,500, Southwest: \$1,475, Southeast: \$1,700, Statewide: \$4,000			
<b>Maryland</b>	2x2	\$1,450	60	981,000	Tuesday, noon
<i>Baltimore-DC Corridor</i>	2x2	\$1,575	52	2,009,000	<b>Frequency Discount</b>
<i>Baltimore Metro Zone</i>	2x2	\$1,350	30	841,000	
<i>DC Metro</i>	2x2	\$1,350	22	1,280,000	
	2x4	Double the rate			
<b>Michigan</b>	2x2	\$1,198	98	1,233,623	Tuesday, noon
<i>North</i>	2x2	\$449	29	213,326	<b>Frequency Discount</b>
<i>West/Central</i>	2x2	\$449	27	172,689	
<i>Metro</i>	2x2	\$699	42	847,608	
	2x4	\$2,098	98	1,233,623	
	2x4	North: \$898, West/Central: \$898, Metro: \$1,349			
<b>Minnesota</b>	2x2	\$2,400	279	1,305,027	Tuesday, noon
<i>North</i>	2x2	\$600	67	246,818	
<i>Central</i>	2x2	\$600	76	275,391	
<i>South</i>	2x2	\$600	88	271,008	
	2x2	No Metro- 2 regions: \$1,150; 3 regions: \$1,700			
	2x4	\$5,000	279	1,305,027	
	2x4	No Metro- 1 region: \$1,300; 2 regions: \$2,500; 3 regions: \$3,600			
	2x8	\$11,500	279	1,305,027	
	2x8	No Metro- 1 region: \$3,000; 2 regions: \$5,750; 3 regions: \$8,300			
<i>Metro</i>	2x2	\$1,400	48	511,810	
	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			
	2x8	Metro: \$6,800; Metro + 1 region: \$8,750; Metro + 2 regions: \$11,150			

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<b>Mississippi</b>	2x2	\$1,050	95	384,904	Monday, 5pm
North	2x2	\$450	34	135,607	<b>Frequency Discount allowed</b>
Central	2x2	\$450	31	134,142	
Southern	2x2	\$450	30	115,155	
	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	\$1,300	165	757,129	Wednesday, noon
East		\$750	71	379,727	
West		\$750	94	377,402	
	2x4	Statewide: \$2,500 ; 1 region: \$1,500			
<b>Montana</b>	2x2	\$406	64	150,000	Wednesday, 5pm
	2x4	\$792	64	150,000	<b>Frequency Discount allowed</b>
	2x6	\$1,218	64	150,000	
<b>Nebraska</b>	1x4, 2x2	\$975	160	269,643	Tuesday, 4pm
Northeast		\$325	53	80,210	
Southeast		\$300	30	55,855	
Central		\$325	43	75,326	
Western		\$300	34	58,643	
	1x8 or 2x4 ads: \$1,950 entire state, \$650 Northeast or Central, \$600 Southeast or Western				
<b>Nevada</b>	2x2	\$690	22	396,973	Monday, noon
	2x4	\$999	22	396,973	
	2x6	\$1,499	22	396,973	
Metro (Reno & Las Vegas)	2x2: \$490 / 2x4: \$699 / 2x6: \$999				
Community	2x2: \$290 / 2x4: \$399 / 2x6: \$599				
Northern	2x2: \$390 / 2x4: \$560 / 2x6: \$799				
Southern	2x2: \$490 / 2x4: \$699 / 2x6: \$999				
<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	\$1,400	114	1,200,000	Monday, 5pm
Northern Region	2x2	\$1,198	96	1,000,000	<b>Frequency Discount allowed</b>
Southern Region	2x2	\$420	27	200,000	
	2x4	\$2,800	114	1,200,000	
<b>New Mexico</b>	2x2	\$800	30	205,621	Wednesday, noon
	2x4	\$1,600	30	205,621	
<b>New York (dailies)</b>	2x2	\$1,200	40	528,862	Wednesday, noon
West	2x2	\$250	8	50,444	<b>Frequency Discount allowed</b>
Central	2x2	\$350	18	222,600	
Hudson Valley	2x2	\$300	5	94,000	
Capital	2x2	\$400	9	161,818	
	2x3	SW: \$1,800, West: \$375, Central: \$525, Hudson Valley: \$450, Capital: \$600			
	2x4	SW: \$2,400, West: \$500, Central: \$700, Hudson Valley: \$600, Capital: \$800			
	3x5	SW: \$3,600, West: \$750, Central: \$1,050, Hudson Valley: \$900, Capital: \$1,200			

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<b>New York (weeklies)</b>	2x2	\$1,699	281	2,803,771	Wednesday, noon
<i>New York City Region</i>	2x2	\$899	57	1,532,191	
<i>Long Island Region</i>	2x2	\$489	86	350,322	
<i>Hudson Valley Region</i>	2x2	\$379	37	272,388	
<i>Western Region</i>	2x2	\$369	40	260,891	
<i>Central Region</i>	2x2	\$229	35	157,813	
<i>Capital District</i>	2x2	\$329	26	230,166	
	2x4	SW: \$3,059, regions: double the cost			
<b>North Carolina</b>	2x2	\$1,495	70	1,277,719	Tuesday, 5pm
<i>Region 1: The Mountains</i>	2x2	\$170	10	109,231	<b>Frequency Discount allowed</b>
<i>Region 2: Charlotte Metro</i>	2x2	\$340	8	213,771	
<i>Region 3: The Triad</i>	2x2	\$385	13	250,638	
<i>Region 4: Triangle/Fayetteville</i>	2x2	\$735	19	487,838	
<i>Region 5: The Coast</i>	2x2	\$340	20	216,241	
Statewide	2x4	\$2,975	70	1,277,719	
<i>Region 1: The Mountains</i>	2x4	\$335	10	109,231	
<i>Region 2: Charlotte Metro</i>	2x4	\$675	8	213,771	
<i>Region 3: The Triad</i>	2x4	\$765	13	250,638	
<i>Region 4: Triangle/Fayetteville</i>	2x4	\$1,470	19	487,838	
<i>Region 5: The Coast</i>	2x4	\$675	20	216,241	
<b>North Dakota</b>	2x2	\$700	90	200,000	Monday, 5pm
<i>Northwest</i>		\$150	23		
<i>Northeast</i>		\$250	30		
<i>Southwest</i>		\$150	17		
<i>Southeast</i>		\$250	20		
<b>Ohio</b>	2x2	\$1,050	134	1,024,739	Monday, 4pm
	2x4	\$1,960	134	1,024,739	3x5: pick 15 for
	3x5	\$3,375	134	1,024,739	\$2,500
<b>Oklahoma</b>	2x2	\$2,000	163	328,082	Wednesday, 8am
<i>Central</i>	2x2	\$525	46	109,123	<b>Frequency Discount allowed</b>
<i>Northwest</i>	2x2	\$325	24	33,270	
<i>Northeast</i>	2x2	\$525	41	94,721	
<i>Southwest</i>	2x2	\$275	22	31,044	
<i>Southeast</i>	2x2	\$350	30	59,924	
	2x4	SW: \$4,000; Central: \$1,050; NW: \$650; NE: \$1,050; SW: \$550; SE: \$700			
<b>Oregon</b>	2x2	\$650	64	336,218	Tuesday, 5pm
<b>Pennsylvania</b>	2x2	\$1,525	144	2,086,964	Monday, 2pm
<i>Northeast zone</i>	2x2	\$115	10	111,810	<b>Frequency Discount allowed</b>
<i>Southeast zone</i>	2x2	\$935	60	1,193,945	
<i>Central zone</i>	2x2	\$285	40	300,895	
<i>Western zone</i>	2x2	\$495	34	480,314	
	2x4	SW: \$3,050; NE: \$230; SE: \$1,870; Central: \$570; Western: \$990			

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<b>South Carolina</b>	2x2	\$1,600	107	1,052,713	Wednesday, noon
<i>Upstate</i>		\$650	25	230,163	<b>Frequency Discount allowed</b>
<i>Midlands</i>		\$800	41	363,790	
<i>Pee Dee</i>		\$425	23	192,026	
<i>Lowcountry</i>		\$450	18	266,734	
	2x4	SW: \$3,200, Upstate: \$1,300, Midlands: \$1,600, Pee Dee: \$850, Lowcountry: \$450			
	2x6	SW: \$4,500, Upstate: \$1,800, Midlands: \$2,200, Pee Dee: \$1,200, Lowcountry: \$450			
<b>South Dakota</b>	2x2	\$800	126	299,200	Tuesday, noon
<i>East River</i>	2x2	\$525	99		<b>Frequency Discount allowed</b>
<i>West River</i>	2x2	\$375	31		
	2x4	\$1,600	126	299,200	
<i>East River</i>	2x4	\$1,050	99		
<i>West River</i>	2x4	\$750	31		
<b>Tennessee</b>	2x2	\$1,045	94	446,757	Tuesday, noon
<i>Western</i>	2x2	\$360	26	69,794	
<i>Middle</i>	2x2	\$430	37	161,468	
<i>Eastern</i>	2x2	\$430	31	215,495	
	2x4	Statewide: \$2,090, Western: \$720, Middle: \$860, Eastern: \$860			
	2x6	Statewide: \$3,135, Western: \$1,080, Middle: \$1,290, Eastern: \$1,290			
<b>Texas</b>	2x2	\$1,200	241	618,178	Monday, 5pm
<i>North</i>		\$500	71	166,328	<b>Frequency Discount allowed</b>
<i>South</i>		\$500	85	267,744	
<i>West</i>		\$500	85	184,106	
	2x4	Statewide: \$2,400; Region: \$950			
<b>Utah</b>	2x2	\$320	30	243,107	Tuesday, noon
	2x4	\$588	30	243,107	<b>Frequency Discount allowed</b>
	2x6	\$900	30	243,107	
<b>Virginia</b>	2x2	\$950	91	868,428	Tuesday, 3pm
<i>Central / Eastern</i>	2x2	\$700	33	303,256	<b>Frequency Discount allowed</b>
<i>Western</i>	2x2	\$500	26	219,639	
<i>Northern</i>	2x2	\$700	32	345,533	
	2x4	\$1,900	91	868,428	
	2x4 Central/Eastern: \$1,400; Western: \$1,000; Northern: \$1,400				
<b>Washington</b>	1x4, 2x2	\$1,350	121	1,078,659	Tuesday, 4pm
<i>Coastal</i>		\$425	38	259,767	
<i>Eastern</i>		\$375	47	261,579	
<i>Metro</i>		\$850	36	557,313	
2x4 or 1x8 ads: \$2,700 entire state, \$850 Coastal, \$750 Eastern, and \$1,700 Metro.					

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<b>West Virginia</b>	2x2	\$600	56	534,527	Tuesday, noon
	2x4	\$1,200	56	534,527	<b>Frequency Discount allowed</b>
	2x6	\$1,800	56	534,527	
<b>Wisconsin</b>	2x2	\$1,350	154	839,263	Wednesday, 2pm
<i>Northwest</i>		\$395	44	287,458	
<i>Northeast</i>		\$395	38	247,398	
<i>Southwest</i>		\$395	44	143,557	
<i>Southeast</i>		\$395	28	160,850	
	2x4	\$2,925 entire state, \$860 per region - can accept 6- 2x4's a month			
<b>Wyoming</b>	2x2	\$480	44	175,421	Thursday, 2pm
	2x4	\$1,200	44	175,421	
<b>New York - New Jersey - Pennsylvania Tri-Buy</b>					Monday, 11am
	2x2	\$4,422	571	6,003,000	
<b>Pacific Northwest: Idaho, Montana, Oregon, Utah, Washington &amp; British Columbia</b>					Wednesday, 5 pm
	2x2	\$1,050	28	800,000	
<i>Combo Buy with California</i>	2x2	\$2,250			