

# Co-op Advertising Rates

EFFECTIVE January 1, 2012

GROSS FULL-RUN RATES: THESE RATES ARE COMMISSIONABLE TO RECOGNIZED AGENCIES

## LOCAL/CO-OP-DOLLAR VOLUME RATES

The co-op rates are extended to local distributors and/or ads that include a list of local dealers or retailers where products/services are sold to the following business categories: Texas State Tourism, Texas gaming, travel wholesalers, convention and visitor bureaus, chambers of commerce, trade shows, auctions and charity organizations, conventions, seminars and educational advertisers.

	DAILY	FRI/SAT	SUN/HOLIDAY	PICK UP DAILY	PICK UP FRI/SAT
<b>OPEN</b>	\$241.04	\$263.72	\$298.57	\$192.83	\$210.98
<b>\$12,500</b>	\$213.40	\$233.47	\$264.33	\$170.72	\$186.78
<b>\$25,000</b>	\$202.77	\$221.84	\$251.17	\$162.21	\$177.48
<b>\$60,000</b>	\$190.60	\$208.53	\$236.10	\$152.48	\$166.83
<b>\$110,000</b>	\$182.98	\$200.19	\$226.65	\$146.38	\$160.17
<b>\$160,000</b>	\$173.83	\$190.19	\$215.32	\$139.06	\$152.14
<b>\$200,000</b>	\$165.14	\$180.68	\$204.55	\$132.11	\$144.54
<b>\$475,000</b>	\$155.23	\$169.84	\$192.28	\$124.19	\$135.87
<b>\$720,000</b>	\$149.02	\$163.05	\$184.59	\$119.21	\$130.43
<b>\$950,000</b>	\$144.55	\$158.16	\$179.04	\$115.64	\$126.53
<b>\$1,100,000</b>	\$141.67	\$154.98	\$175.47	\$113.33	\$123.99
<b>\$1,250,000</b>	\$137.40	\$150.34	\$170.21	\$109.92	\$120.27
<b>\$1,450,000</b>	\$134.65	\$147.33	\$166.81	\$107.73	\$117.86

## FULL RUN ADVERTISING COLOR RATES

ROP	DAILY	FRI/SAT	SUNDAY
1 color & black	\$1,633	\$1,850	\$2,077
3 colors & black	\$2,648	\$2,930	\$3,229

For Double Truck, add 20%

## PICK UP RATES

Pick Up rates apply to the same full-run ad repeated within seven days including initial insertion. Highest rate prevails. No Sunday Pick Up. No copy changes. No other discounts apply.

## NATIONAL ADVERTISING

Liz English	Sales Director	210-250-2601	lenglish@express-news.net
Robert Blake	National Account Executive	210-250-2563	rmblake@express-news.net
Virginia Fierros	Sales Assistant II	210-250-2574	vfierros@express-news.net

## OTHER INFORMATION AVAILABLE BY EMAIL: [www.express-news.com](http://www.express-news.com)

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## HEARST *media services*

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