

Co-op Advertising Rates

EFFECTIVE January 1, 2010

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

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OTHER INFORMATION AVAILABLE BY EMAIL: www.express-news.com

Deadlines • Production Specs • Delivery Address • Contact • Credit & Payment • Circulation • Readership

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