

LOCAL BANKING—DOLLAR VOLUME RATES

Net Full Run Rates

	DAILY	FRIDAY/ SATURDAY	SUNDAY/ HOLIDAY	DAILY PICK UP	FRI/SAT PICK UP
OPEN	\$150.10	\$175.17	\$233.94	\$120.08	\$140.13
\$10,000	\$128.67	\$150.15	\$200.52	\$102.94	\$120.12
\$20,000	\$126.01	\$147.05	\$196.39	\$100.81	\$117.65
\$50,000	\$122.23	\$142.63	\$190.48	\$97.77	\$114.10
\$90,000	\$118.51	\$138.30	\$184.70	\$94.81	\$110.63
\$135,000	\$115.56	\$134.85	\$180.07	\$92.44	\$107.87
\$170,000	\$112.08	\$133.34	\$174.68	\$89.66	\$104.64
\$210,000	\$110.63	\$129.11	\$172.41	\$88.51	\$103.29
\$250,000	\$109.72	\$128.03	\$170.98	\$87.78	\$102.42
\$290,000	\$108.52	\$126.65	\$169.14	\$86.83	\$101.31
\$400,000	\$106.23	\$123.97	\$168.77	\$84.99	\$99.18
\$475,000	\$97.78	\$113.14	\$147.74	\$78.22	\$90.51

FULL RUN ADVERTISING COLOR RATES

ROP	DAILY	FRI/SAT	SUN/HOLIDAY
1 color & black	\$1,502	\$1,670	\$1,873
3 colors & black	\$2,392	\$2,641	\$2,913

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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