

2011 Classified

O B S E R V E R P U B L I S H I N G C O M P A N Y

Frequency Discounts –

Discounts apply to minimum 2 column inch bordered ads.

2 Times	.20%
3 Times	.25%
4 Times	.30%
5 Times	.35%

Multi-Pub Discount

Pick up your ad in the *Observer-Reporter* for 50% off.

2011 Commercial Rates

Consecutive Insertions	Line Rate
One Week	\$3.75

- There is a 6-line minimum per ad.
- \$1.00 each additional line.
- 30% discount for multiple runs.

2011 Classified Open Rates

	1 Zone	2 Zones
Display Rate Per Inch	\$23.00	\$43.75
Line Rate	\$1.92	\$3.65

2011 Contracts

Weeks Per Year	1 Zone	2 Zones
Five Weeks	\$19.65	\$37.25
12 Weeks	\$18.50	\$35.00
26 Weeks	\$17.25	\$32.75
52 Weeks	\$16.25	\$30.75

- One inch is equivalent to 12 lines.
- Open rates are commissionable.
- Contract rates can be obtained by signing a current year contract.