

2011 Retail Advertising

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

2011 Weekly Retail Rates

Dollar Volume	Per Zone
Open	\$28.75
\$500	\$27.75
\$1,000	\$27.00
\$1,500	\$26.50
\$2,000	\$26.00
\$3,500	\$24.00
\$5,000	\$23.50
\$7,500	\$23.00
\$10,000	\$22.50
\$12,500	\$22.00
\$15,000	\$21.00
\$20,000	\$20.00
\$25,000	\$18.00
\$30,000	\$17.50
\$35,000	\$17.25
\$40,000	\$17.00
\$45,000	\$16.75
\$50,000	\$16.50



■ The Almanac Zone 1 ■ The Almanac Zone 2

Frequency Discounts

Apply to advertisers with a minimum ad size of four column inches repeating within seven days of initial publication. Frequency discounts apply to the same advertisement running in any combination of publications.

2 Times	.10%
3 Times	.15%
4 Times	.20%
5 Times	.25%
6 Times	.30%
7 Times	.40%

Color Rates

Color charges are in addition to space charges. No other discounts apply. No minimum ad size required.

Black & 1 Color	\$150 per publication
Black & 2 Colors	\$200 per publication
Black & 3 Colors	\$300 per publication

Internet Processing Charges

- Ads less than 10 inches - \$5.00
- Ads 10 inches or greater - \$10.00

One time charge on the first insertion of the run dates.