

2012 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.

2012 Commercial Rates

Consecutive Insertions	Line Rate
One Week	\$4.50

- There is a five-line minimum per ad.
- \$1.50 each additional line.
- 30% discount for multiple runs.

2012 Classified Open Rates

	1 Zone	2 Zones
Display Rate Per Inch	\$34.50	\$65.75
Line Rate	\$2.30	\$4.38

2012 Contracts

Weeks Per Year	1 Zone	2 Zones
Five Weeks	\$29.50	\$56.00
12 Weeks	\$27.75	\$52.50
26 Weeks	\$26.00	\$49.25
52 Weeks	\$24.50	\$46.25

- Open rates are commissionable.
- Contract rates can be obtained by signing a current year contract.