

2011 Automotive

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

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	.20%
3 Times	.30%
4 Times	.40%
5 Times	.50%

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

- *Observer Publishing Co.* maintains a staff that specifically serves automobile dealers and their advertising needs. Services include artwork, ad design, and assistance with budgeting and marketing.
- The Automotive Directory is available at no additional charge to all automobile dealers who have a contract level of \$15,000 or more.
- Seven-line minimum for line ads.

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.

2011 Annual Dollar Volume Rates

Dollars Per Year	O-R Daily Rate	O-R Sunday Rate	The Almanac (Per Zone)
\$ 2,500	\$31.00	\$34.00	\$17.00
\$ 5,000	\$20.50	\$22.50	\$11.75
\$ 7,500	\$17.50	\$19.25	\$10.25
\$ 10,000	\$17.00	\$18.75	\$10.00
\$ 15,000	\$16.75	\$18.25	\$ 9.75
\$ 20,000	\$16.50	\$18.00	\$ 9.50
\$ 30,000	\$16.25	\$17.75	\$ 9.25
\$ 40,000	\$14.00	\$15.50	\$ 9.00
\$ 50,000	\$13.50	\$15.00	\$ 8.75
\$ 60,000	\$13.00	\$14.00	\$ 8.50
\$ 70,000	\$12.50	\$13.75	\$ 8.25
\$ 80,000	\$12.25	\$13.50	\$ 8.00
\$ 90,000	\$12.00	\$13.00	\$ 7.75
\$100,000	\$11.75	\$12.75	\$ 7.50
\$110,000	\$11.50	\$12.50	\$ 7.25
\$120,000	\$10.75	\$12.25	\$ 7.00
\$130,000	\$10.25	\$12.00	\$ 6.50
\$140,000	\$ 9.25	\$11.75	\$ 6.25