

2011 Financial Advertising

OBSERVER PUBLISHING COMPANY

2011 Financial Advertising Rates

Dollar Volume	Full Run Daily	Full Run Sunday	Wash. So. Hills Daily	Wash. So. Hills Sunday	Greene County Daily	Greene County Sunday	The Almanac
Open	\$38.00	\$41.50	\$34.25	\$37.50	\$14.50	\$15.50	\$30.75
\$1,000	\$36.50	\$39.50	\$33.25	\$36.25	\$14.00	\$15.25	\$29.00
\$2,000	\$36.25	\$39.25	\$33.00	\$36.00	\$13.75	\$15.00	\$28.00
\$3,500	\$36.00	\$39.00	\$32.75	\$35.75	\$13.50	\$14.75	\$26.00
\$7,500	\$34.00	\$37.50	\$31.25	\$33.75	\$13.25	\$14.25	\$25.00
\$12,500	\$30.50	\$34.25	\$28.25	\$30.25	\$12.75	\$13.75	\$24.00
\$15,000	\$28.75	\$31.75	\$26.50	\$28.75	\$12.50	\$13.50	\$23.00
\$20,000	\$27.75	\$30.75	\$25.75	\$28.25	\$12.25	\$13.25	\$22.00
\$25,000	\$27.00	\$29.75	\$24.50	\$27.25	\$12.00	\$13.00	\$20.00
\$30,000	\$26.50	\$29.25	\$24.00	\$26.50	\$11.75	\$12.75	\$19.50
\$40,000	\$26.00	\$28.75	\$23.50	\$26.00	\$11.50	\$12.50	\$19.00
\$50,000	\$25.50	\$27.75	\$23.00	\$25.00	\$11.25	\$12.25	\$18.50
\$62,500	\$25.00	\$27.00	\$22.50	\$24.50	\$11.00	\$12.00	\$18.00
\$75,000	\$24.50	\$26.50	\$22.00	\$24.00	\$10.75	\$11.75	\$17.50
\$100,000	\$24.00	\$26.00	\$21.50	\$23.50	\$10.50	\$11.50	\$16.25
\$125,000	\$22.00	\$24.00	\$20.50	\$22.00	\$10.00	\$11.00	\$15.25

2011 Contract Incentives

Dollar Volume	Online Position	Impressions (per month)
\$15,000	Skyscraper	25,000
\$20,000	Skyscraper	30,000
\$25,000	Skyscraper	35,000
\$30,000	Skyscraper	40,000
\$40,000	Skyscraper	45,000
\$50,000	Skyscraper	50,000

Contracts above \$50,000 will receive 100,000 impressions.

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%	5 Times	25%
3 Times	15%	6 Times	30%
4 Times	20%	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 10 inches or less - \$5.00
- Ads 10 inches or greater - \$10.00

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



Observer-Reporter-Washington & So. Hills Zone The Almanac-Zone 1
 Observer-Reporter-Greene Zone The Almanac-Zone 2