

# 2012 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.
- Six-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.

### 2012 Annual Dollar Volume Rates

Dollars Per Year	O-R Daily Rate	O-R Sunday Rate	The Almanac (Per Zone)
\$ 2,500	\$46.50	\$51.00	\$25.50
\$ 5,000	\$30.75	\$33.75	\$17.75
\$ 7,500	\$26.25	\$29.00	\$15.50
\$ 10,000	\$25.50	\$28.25	\$15.00
\$ 15,000	\$25.25	\$27.50	\$14.75
\$ 20,000	\$24.75	\$27.00	\$14.25
\$ 30,000	\$24.50	\$26.75	\$14.00
\$ 40,000	\$21.00	\$23.25	\$13.50
\$ 50,000	\$20.25	\$22.50	\$13.25
\$ 60,000	\$19.50	\$21.00	\$12.75
\$ 70,000	\$18.75	\$20.75	\$12.50
\$ 80,000	\$18.50	\$20.25	\$12.00
\$ 90,000	\$18.00	\$19.50	\$11.75
\$100,000	\$17.75	\$19.25	\$11.25
\$110,000	\$17.25	\$18.75	\$11.00
\$120,000	\$16.25	\$18.50	\$10.50
\$130,000	\$15.50	\$18.00	\$ 9.75
\$140,000	\$14.00	\$17.75	\$ 9.50