

# 2012 Financial 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

## 2012 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

## 2012 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