

Observer-Reporter

2011 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

Display ads must run within seven days of the first publication with minor copy changes only. Ads must be at least two column inches.

2 Times	.10%
3 Times	.15%
4 Times	.20%
5 Times	.25%
6 Times	.30%
7 Times	.40%

Multi-Pub Discount

Pick up your ad in *The Almanac* for 50% off the one-time rate.

2010 Commercial Rates

Consecutive Insertions	Line Rate
One	\$3.40
Two	\$3.00
Three	\$2.50
Four	\$2.15
Five	\$1.85
Six	\$1.70
Seven	\$1.55
Ten	\$1.50
Fifteen	\$1.40
Thirty	\$1.30

- There is a four-line minimum per ad.
- One inch is equivalent to 12 lines.
- Open rates and co-op rates are commissionable.
- Contract rates can be earned based on the previous year's advertising volume or by signing a current year contract.

2010 Classified Display Rates

Daily Open Rate Per Inch	\$29.50
Sunday Open Rate Per Inch	\$32.50
Daily Line Rate	\$ 2.50
Sunday Line Rate	\$ 2.70

2010 Annual Space Contracts

Inches Per Year	O-R Daily Line Rate	O-R Sunday Line Rate	O-R Daily Rate	O-R Sunday Rate	The Almanac (Per Zone)
75	\$2.00	\$2.15	\$23.75	\$26.00	\$19.75
100	\$1.60	\$1.80	\$19.50	\$21.50	\$16.00
200	\$1.50	\$1.60	\$17.50	\$19.25	\$14.50
300	\$1.45	\$1.55	\$16.50	\$18.25	\$13.25
500	\$1.40	\$1.50	\$16.25	\$17.75	\$13.00
700	\$1.35	\$1.45	\$16.00	\$17.50	\$12.50
1,000	\$1.30	\$1.40	\$15.50	\$17.00	\$12.25
1,500	\$1.25	\$1.35	\$15.25	\$16.75	\$12.00
2,500	\$1.20	\$1.30	\$15.00	\$16.50	\$11.75

2010 Auction Rates

Daily Per Inch	\$28.50
Daily Per Line	\$ 2.40
Sunday Per Inch	\$31.25
Sunday Per Line	\$ 2.60