

Observer-Reporter

2011 Recruitment

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

2011 Recruitment Rates

Number of Insertions	Daily Line Rate*	Sunday Line Rate*
One	\$3.45	\$3.70
Two	\$3.10	\$3.70
Three	\$2.60	\$3.70
Four	\$2.30	\$3.70
Five	\$2.05	\$3.70
Six	\$1.80	\$3.70

2011 Classified Display Rates**

Daily Open Rate Per Inch	\$30.75
Sunday Open Rate Per Inch	\$33.25
National Daily Line Rate	\$ 3.20
National Sunday Line Rate	\$ 3.40
National Daily Inch Rate	\$37.25
National Sunday Inch Rate	\$40.50

2011 Annual Space Contracts

Inches Per Year	O-R Daily Line Rate	O-R Sunday Line Rate	O-R Daily Inch Rate	O-R Sunday Inch Rate	The Almanac Inch Rate (Per Zone)
75	\$2.06	\$2.25	\$24.75	\$27.00	\$13.50
100	\$1.71	\$1.85	\$20.50	\$22.25	\$11.25
200	\$1.50	\$1.67	\$18.00	\$20.00	\$10.50
300	\$1.42	\$1.58	\$17.00	\$19.00	\$ 9.25
500	\$1.40	\$1.56	\$16.75	\$18.75	\$ 9.00
700	\$1.38	\$1.52	\$16.50	\$18.25	\$ 8.75
1,000	\$1.35	\$1.48	\$16.25	\$17.75	\$ 8.25
1,500	\$1.33	\$1.46	\$16.00	\$17.50	\$ 7.75
2,500	\$1.31	\$1.44	\$15.75	\$17.25	\$ 7.25

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%

Color Rates

Color charges are in addition to space charges. No other discounts apply. Minimum ad size required is 10 column classified display inches.

Black & 1 Color	\$50 per publication
Black & 2 Colors	\$75 per publication
Black & 3 Colors	\$100 per publication

- There is a seven-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.
- For employment ads, a confidential box reply service is available for \$30 in addition to the cost of ad space. Replies can be mailed at no additional charge or picked up at our main office.

* Line Ad Internet Processing Charge - \$5.50 charged on the first insertion only.

** Display Ad Internet Processing Charge - \$20.00 charged on the first insertion only.