

Observer-Reporter

2012 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.

2012 Commercial Rates

Consecutive Insertions	Line Rate
One	\$4.53
Two	\$4.00
Three	\$3.33
Four	\$2.85
Five	\$2.47
Six	\$2.27
Seven	\$2.07
Ten	\$2.00
Fifteen	\$1.87
Thirty	\$1.73

- There is a three-line minimum per ad.
- 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.

2012 Classified Display Rates

Daily Open Rate Per Inch	\$44.25
Sunday Open Rate Per Inch	\$48.75
Daily Line Rate	\$ 3.69
Sunday Line Rate	\$ 4.06

2012 Annual Space Contracts

Dollar Volume	O-R Daily Rate	O-R Sunday Rate	The Almanac (Per Zone)
\$2,500	\$35.75	\$39.00	\$29.75
\$3,000	\$29.25	\$32.25	\$24.00
\$5,200	\$26.25	\$29.00	\$21.75
\$7,500	\$24.75	\$27.50	\$20.00
\$12,000	\$24.50	\$26.75	\$19.50
\$16,500	\$24.00	\$26.25	\$18.75
\$23,000	\$23.25	\$25.50	\$18.50
\$34,500	\$23.00	\$25.25	\$18.00
\$50,000	\$22.50	\$24.75	\$17.75

2012 Auction Rates

Daily Per Inch	\$42.75
Daily Per Line	\$ 3.56
Sunday Per Inch	\$47.00
Sunday Per Line	\$ 3.91