

Observer-Reporter 2012 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

2012 Recruitment Rates

| Number of Insertions | Daily Line Rate* | Sunday Line Rate* |
|----------------------|------------------|-------------------|
| One | \$4.03 | \$4.32 |
| Two | \$3.62 | \$4.32 |
| Three | \$3.03 | \$4.32 |
| Four | \$2.68 | \$4.32 |
| Five | \$2.39 | \$4.32 |
| Six | \$2.10 | \$4.32 |

2012 Classified Display Rates**

| | |
|---------------------------|---------|
| Daily Open Rate Per Inch | \$46.25 |
| Sunday Open Rate Per Inch | \$50.00 |
| National Daily Line Rate | \$ 3.73 |
| National Sunday Line Rate | \$ 3.97 |
| National Daily Inch Rate | \$56.00 |
| National Sunday Inch Rate | \$60.75 |

2012 Annual Space Contracts

| Dollar Volume (Rounded) | O-R Daily Inch Rate | O-R Sunday Inch Rate | The Almanac Inch Rate (Per Zone) |
|-------------------------|---------------------|----------------------|----------------------------------|
| \$2,800 | \$37.25 | \$40.50 | \$20.25 |
| \$3,100 | \$30.75 | \$33.50 | \$17.00 |
| \$5,500 | \$27.00 | \$30.00 | \$15.75 |
| \$7,650 | \$25.50 | \$28.50 | \$14.00 |
| \$12,650 | \$25.25 | \$28.25 | \$13.50 |
| \$17,500 | \$24.75 | \$27.25 | \$13.25 |
| \$24,500 | \$24.50 | \$26.75 | \$12.50 |
| \$36,000 | \$24.00 | \$26.25 | \$11.75 |
| \$59,500 | \$23.75 | \$26.00 | \$11.00 |

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 six-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.
- 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.