

# Observer-Reporter 2012 Retail 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

## Observer-Reporter 2012 Retail Rates

Dollar Volume	Full Run Daily	Full Run Sunday	Wash. Daily	Wash. Sunday	Greene Daily	Greene Sunday
Open	\$36.00	\$39.50	\$32.25	\$35.50	\$12.50	\$13.50
\$500	\$35.25	\$38.50	\$31.75	\$34.75	\$12.25	\$13.25
\$1,000	\$34.50	\$37.50	\$31.25	\$34.25	\$12.00	\$13.00
\$1,500	\$34.25	\$37.25	\$31.00	\$34.00	\$11.75	\$12.75
\$2,000	\$34.00	\$37.00	\$30.75	\$33.75	\$11.50	\$12.50
\$3,500	\$33.75	\$36.25	\$30.50	\$33.50	\$11.25	\$12.25
\$5,000	\$33.00	\$35.00	\$29.00	\$32.50	\$11.00	\$12.00
\$7,500	\$32.00	\$34.50	\$28.25	\$31.75	\$10.75	\$11.75
\$10,000	\$30.25	\$33.75	\$27.75	\$30.00	\$10.50	\$11.50
\$12,500	\$28.50	\$32.25	\$26.25	\$28.25	\$10.25	\$11.25
\$15,000	\$27.75	\$29.75	\$24.50	\$26.75	\$10.00	\$11.00
\$20,000	\$26.00	\$28.75	\$23.75	\$26.25	\$ 9.75	\$10.75
\$25,000	\$25.00	\$28.00	\$22.50	\$25.25	\$ 9.50	\$10.50
\$30,000	\$24.50	\$27.50	\$22.00	\$24.50	\$ 9.25	\$10.25
\$35,000	\$24.25	\$27.00	\$21.75	\$24.25	\$ 9.00	\$10.00
\$40,000	\$24.00	\$26.75	\$21.50	\$24.00	\$ 8.75	\$ 9.75
\$45,000	\$23.75	\$26.25	\$21.25	\$23.50	\$ 8.50	\$ 9.50
\$50,000	\$23.50	\$25.75	\$21.00	\$23.00	\$ 8.25	\$ 9.25



■ Observer-Reporter–Washington & So. Hills Zone  
■ Observer-Reporter–Greene Zone

### 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

### Gross Rates

Daily National Rate.....	\$42.50
Sunday National Rate.....	\$45.50
Daily Co-op Cap Rate.....	\$40.00
Sunday Co-op Cap Rate.....	\$44.00

### Internet Processing Charges

- Ads less than 10 inches - \$5.00
- Ads 10 inches or greater - \$10.00

One time charge on the first insertion of the run dates.

[sales@observer-reporter.com](mailto:sales@observer-reporter.com)

724.222.2200 / 1.800.222.6397 [www.opcads.com](http://www.opcads.com)