

Retail Advertising Rates

Effective September 1, 2008



Contract Level Daily ... Sunday

(Annual Inches) (per column inch)	Monday -Saturday	
Open	\$30.32	\$31.19
125 inches	\$22.44	\$23.10
250 inches	\$22.01	\$22.64
500 inches	\$21.70	\$22.33
750 inches	\$21.39	\$22.00
1250 inches	\$20.96	\$21.56
2250 inches	\$20.58	\$21.18
3500 inches	\$20.27	\$20.85
5500 inches	\$19.53	\$20.09
11,000 inches	\$18.17	\$18.68

Frequency Discounts

- Repeat same ad within 6 days (Except Sundays)
- First Repeat 20% discount
- 2nd thru 6th Repeat 35% discount

All rates are non-commissionable.
Double discounts are not allowed.

Color Rates

(per insertion)

Black and one color	\$225.00
Black and two colors	\$290.00
Black and three colors	\$360.00

Annual Color Frequency Discounts

- 13 color ads per year: 5% discount
- 26+ color ads per year: 10% discount

Color by the Inch

Available based on press capability.
Spot color: blue, red, green, yellow.
Add \$6.50 per column inch.

Organizational

Church / Charitable / Birthdays / Cards of Thanks
Rate (per column inch) \$20.25

HomeStyle (Saturday in Evening Sun Homes)

Rate \$14.60 per column inch

Front Page Advertising and Section Front Advertising

Rates available upon request

