

2010 AUTOMOTIVE CLASSIFIED RATES

York Daily Record YORK SUNDAY NEWS THE YORK DISPATCH

AUTOMOTIVE RATES

CONTRACT	DAILY INCH	SUNDAY INCH	COLOR DISCOUNT
OPEN	\$70.08	\$88.20	
3,500	\$15.12	\$15.72	10%
5,000	\$12.82	\$13.45	15%
10,000	\$12.18	\$12.82	20%
15,000	\$11.63	\$12.18	25%
20,000	\$11.15	\$11.71	30%
25,000	\$10.77	\$11.31	35%
30,000	\$10.35	\$10.84	40%
35,000	\$9.99	\$10.46	45%

COLOR RATES

	Daily	Sunday
Black and one color	\$360	\$390
Black and two colors	\$590	\$640
Full color	\$850	\$900

Annual Frequency Discounts:

13 color ads per year	5%
26 color ads per year	10%
48 color ads per year	20%
75 color ads per year	30%

COLOR BY THE INCH RATES

Offered every day by the inch based on press capabilities in blue, red, green or yellow. Your cost is based on the standard contract rate plus the additional charges:

- Daily **\$10** additional per column inch (\$100 min.)
- Sunday **\$12** additional per column inch (\$120 min.)
- Weekly **\$8** additional per column inch (\$60 min.)

Beyond 40", please check with your Media Sales Consultant.

*Rates effective 1/1/10

- All rates are net. Advertising agency commission shall be the responsibility of each agency.
- Classifieds advertising rates are for advertising in the York Daily Record (AM) The York Dispatch (PM) on the same day, the Saturday York Daily Record or the York Sunday News.
- Classified advertising is sold on a per day basis, minimum 4 lines.
- 10 column measure. Note: 12 lines per inch; 2,580 lines per page; 215 inches per page.
- Full page discount **10%**.
- Double discounts not allowed.
- Preferred position, add **25%** of ad cost.
- Advertisements cancelled after stated deadline will be subject to a charge of **50%** of the cost of the advertisement.

Over **254,200**

York County Adults
read one of our products every week!

Source: 2009 Harrisburg Scarborough R.I