

I. GENERAL RATES

A. National R.O.P. Rates - Co-op

	Rate
Daily	\$161.30
Sunday	\$260.30
Combo	\$365.01
Saturday Repeat	\$99.15

B. Retail R.O.P. Rates

1. Seven-day Directory Rates

Day	Rate
Sunday	\$98.05
Monday	\$70.65
Tuesday	\$35.25
Wednesday	N/C
Thursday	\$35.25
Friday	\$35.25
Saturday	\$35.25

2. Requirement - Seven-day directory rates are based on a signed 52x contract

3. Directory Rate - No frequency

Day	Rate
Daily	\$75.40
Sunday	\$105.60

II. COLOR RATES

	Daily	Sunday/ Holiday
Black Plus One Color	\$2,995	\$4,365
Full Color	\$3,840	\$6,620