

I. GENERAL RATES

A. Open Rates

	Daily	Sunday
Open	\$303.90	\$499.55

B. Contract Levels (Per Column Inch)

Minimum Inches	Daily Per Inch	Sunday Per Inch
Open	\$303.90	\$499.55
198	\$278.45	\$462.00
264	\$275.85	\$459.55
396	\$275.20	\$458.85
528	\$273.70	\$453.55
660	\$269.35	\$448.25
792	\$266.10	\$443.00
1320	\$259.45	\$430.75
1716	\$252.95	\$418.55
3432	\$238.10	\$396.35
5148	\$224.95	\$372.70

C. Daily Repeat Combination Program - The following discount is available for any advertisement repeated or run in combination within a seven-day period.

Unit	Discount
Sunday or first daily	Full contract rate
Second	35%
Third	40%
Fourth	50%

II. COLOR RATES

A. R.O.P. Color Rates

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

B. Color Frequency Discounts

Color Ads Per Year	Discount
8x	4%
13x	6%
26x	8%
52x	10%

III. ZONE EDITIONS RATES

A. Zone Black & White Rates (Per Column Inch)

Contract Level	Thu. East	Thu. North	Thu. West	Thu. South
Open	\$68.70	\$64.85	\$43.90	\$74.30
100 inches	\$49.25	\$44.60	\$28.80	\$57.20
250 inches	\$47.55	\$44.15	\$27.15	\$56.45
500 inches	\$46.80	\$43.15	\$26.60	\$54.70
1000 inches	\$38.90	\$36.65	\$21.65	\$45.15

B. Zone Color Rates (Based on Availability)

Contract Level	Thu. East	Thu. North	Thu. West	Thu. South
One Color	\$877.30	\$877.30	\$479.55	\$950.05
Full Color	Contact your PG representative for availability.			

C. Zone Frequency Discounts

Color Ads Per Year	Discount
8x	4%
13x	6%
26x	8%
52x	10%