



# FORT WAYNE NEWSPAPERS

260-461-8753 • 800-444-3303 • www.FortWayne.com

Effective 11/1/13

## AUTOMOTIVE BRACKETS

### DISPLAY RATES

	<b>Mon.-Sat.</b>	<b>Sun.</b>
Classified Display (10 col)	\$13.45	\$30.25
Retail Display (6 col)	22.40	50.35

### LINER RATES

	<b>Number of Liners per Week</b>		
	<b>9 Liners or Less</b>	<b>10-19 Liners</b>	<b>Over 20 Liners</b>
Text Only (6 lines* or less)	\$23.25	\$17.75	\$14.00
with Logo**	40.75	30.75	24.75
with Photo	52.50	39.25	31.50
with Logo** and photo	69.75	52.50	41.75

\* Additional lines available for \$0.65 per line per day

\*\* Logo pricing is based on 4 lines.

On holidays and all Fridays between Thanksgiving and Christmas advertisers will be charged the Sunday rates to reflect the additional distribution received.

- All pricing includes full color on every display ad.
- All pricing includes ad layout and design at no additional cost.

### The Benefits of Newspaper Advertising

Fort Wayne Newspapers offers advertisers a wide array of products and services to deliver your message to the entire northeast Indiana market. With readership of over 177,000 daily readers\* and 231,000 readers on Sunday\* Fort Wayne Newspapers continues to be a primary source for advertising information. Flexibility is a key component for advertisers with options of section locations for ads and special advertising sections to target your customers' specific demographic. The Dollar-Volume Discount Agreement provides flexibility in the way you can spend your advertising dollars to maximize your results. Your local Fort Wayne Newspapers' account executive will help you take full advantage of every product so your advertising message will reach your market.

\* Source 2005 Major Market Study, KPC Research