



FORT WAYNE NEWSPAPERS

260-461-8500, OPTION 1 • 800-444-3303 • www.FortWayne.com

Effective 11/1/13

CLASSIFIED COLOR RATES

The open color rates for classified display are per inch and are based on the total ad size in classified inches:

	Under 50 Inches	50 to Under 100 Inches	Over 100 Inches
Mon-Thur	\$4.50	\$4.10	\$3.55
Fri-Sun	5.15	4.85	4.20

DISPLAY FULL COLOR

	Monday - Thursday	Friday to Sunday
\$100,000 - \$149,999	\$3.25	\$4.00
\$150,000 - \$199,999	3.20	3.80
\$200,000 - \$249,999	3.05	3.70
\$250,000 - \$299,999	2.95	3.55
\$300,000 - \$349,999	2.85	3.40
\$350,000 - \$399,999	2.75	3.25
\$400,000 - \$449,999	2.65	3.15
\$450,000 - \$499,999	2.50	3.05
\$500,000 and Up	2.40	2.90

The liner color rates are based on the number of days the ad runs.

NON-EMPLOYMENT

	Line Ad headers/ Attention Getters	Color Logos	Color Screens	Color Photos
1 - 3 days	\$19.75	\$19.75	\$19.75	\$19.75
4 - 7 days	31.25	31.25	31.25	31.25
8 - 14 days	44.50	44.50	44.50	44.50
Over 14 days	64.00	64.00	64.00	64.00

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