



FORT WAYNE NEWSPAPERS

260-461-8243 • 800-444-3303, EXT. 8243 • www.FortWayne.com *Effective January 1, 2014*

CO-OP TELECOMMUNICATION RATES

Ads for telephone service (local access and long distance), telephone directories and satellite dish TV programming will be charged at the telecommunications rate.

CO-OP TELECOMMUNICATION DOLLAR VOLUME BRACKETS (net)

	Mon.-Thur. FC	Fri. or Sat. FC	Sunday Hol. FC*	WEFC**	Single Paper
\$0 - \$7,499	\$86.70	\$101.35	\$112.60	\$148.05	\$82.40
\$7,500 - \$14,999	81.05	94.75	105.30	138.50	77.05
\$15,000 - \$39,999	75.90	88.80	98.65	129.75	72.10
\$40,000 - \$74,999	71.15	82.80	92.05	121.00	67.65
\$75,000 - \$124,999	69.00	80.35	89.25	116.80	65.55
\$125,000 - 199,999	66.80	77.80	86.45	112.60	63.50
\$200,000 - \$299,999	63.20	73.90	82.15	106.85	60.10
\$300,000 - \$399,999	60.60	71.40	79.35	102.95	57.55
\$400,000 - \$499,999	57.95	68.30	75.95	98.20	55.05
\$500,000 - \$599,999	56.15	65.75	73.05	94.70	53.35
\$600,000 - \$699,999	54.25	63.95	71.05	92.10	51.60
Over \$700,000	52.80	62.15	69.05	89.50	50.15

*Holiday rates will apply for the observance of the following holidays: New Year's Day, Memorial Day, Independence Day, Labor Day, Thanksgiving Day and Christmas along with the Fridays between Thanksgiving and Christmas to reflect additional distribution received. No zoning on Thanksgiving or Christmas Day.

**WEFC = Weekend full coverage. An ad in The Sunday Journal Gazette with your choice of either a Saturday News-Sentinel or Monday News-Sentinel. Ads must run on consecutive dates.

CO-OP TELECOMMUNICATION PREPRINT RATES (Net)

Preprint size	Sunday package/ Holiday FC**	Cost per thousand (CPM) for Sunday/Holiday FC* Zoned Distribution		Total market coverage (TMC) (Contract discounts do not apply)	
		Over 20,000*	Under 20,000*	With JG and/or NS distribution	Non subscriber only
Less than 4 tab pages	\$58.65	\$64.52	\$73.31	\$52.70	\$56.95
4 tab pages	65.45	72.00	81.81	52.70	56.95
6 tab pages	70.55	77.61	88.19	52.70	56.95
8 tab pages	78.20	86.02	97.75	66.30	70.55
10 tab pages	80.75	88.83	100.94	66.30	70.55
12 tab pages	85.00	93.50	106.25	66.30	70.55
14 tab pages	89.25	98.18	111.56	66.30	70.55
16 tab pages	91.80	100.98	114.75	86.70	90.95
18 tab pages	94.35	103.79	117.94	86.70	90.95
20 tab pages	96.05	105.66	120.06	86.70	90.95

(Ask account executive for larger sizes.)

*Daily, non-holiday preprints are discounted 6% per thousand. Friday and Saturday non-holiday preprints are discounted 4% per thousand.

**On holidays and the Fridays between Thanksgiving and Christmas advertisers will be charged the Sunday preprint rates to reflect the additional distribution received. No zoning on Thanksgiving or Christmas Day.

CO-OP TELECOMM SPOT COLOR (Net)

Monday through Thursday Open Rate - \$890 or \$24 per inch
Friday through Sunday Open Rate - \$1,122 or \$30.75 per inch

CO-OP TELECOMM FULL COLOR (Net)

Monday through Thursday Open Rate - \$1,656 or \$44 per inch
Friday through Sunday Open Rate - \$2,090 or \$55.25 per inch

ROP REPEAT DISCOUNTS

- Any daily combination or Sunday ROP ad repeated within six days of first insertion will receive a 30% discount. A 50% discount is earned if the same ad is repeated each additional time within that same period. Discounts apply to space only, and do not apply to multiple-signature advertising. No copy changes are permitted. May not be used in combination with other discounts. Sunday rates are not discounted.