

COMMERCIAL NON-EMPLOYMENT RATES



Days	1	2	3	4	5	6	7	8	9	10	14	Sun. Only	Fri. & Sat.	Sat. & Sun.
Rate	\$5.74	\$5.74	\$5.18	\$4.52	\$4.52	\$4.52	\$3.94	\$3.94	\$3.94	\$3.94	\$3.68	\$6.64	\$6.02	\$5.74
# of Lines														
4	\$22.96	\$45.92	\$62.16	\$72.32	\$90.40	\$108.48	\$110.32	\$126.08	\$141.84	\$157.60	\$206.08	\$26.56	\$24.08	\$45.92
5	28.70	57.40	77.70	90.40	113.00	135.60	137.90	157.60	177.30	197.00	257.60	33.20	30.10	57.40
6	34.44	68.88	93.24	108.48	135.60	162.72	165.48	189.12	212.76	236.40	309.12	39.84	36.12	68.88
7	40.18	80.36	108.78	126.56	158.20	189.84	193.06	220.64	248.22	275.80	360.64	46.48	42.14	80.36
8	45.92	91.84	124.32	144.64	180.80	216.96	220.64	252.16	283.68	315.20	412.16	53.12	48.16	91.84
9	51.66	103.32	139.86	162.72	203.40	244.08	248.22	283.68	319.14	354.60	463.68	59.76	54.18	103.32
10	57.40	114.80	155.40	180.80	226.00	271.20	275.80	315.20	354.60	394.00	515.20	66.40	60.20	114.80
11	63.14	126.28	170.94	198.88	248.60	298.32	303.38	346.72	390.06	433.40	566.72	73.04	66.22	126.28
12	68.88	137.76	186.48	216.96	271.20	325.44	330.96	378.24	425.52	472.80	618.24	79.68	72.24	137.76
13	74.62	149.24	202.02	235.04	293.80	352.56	358.54	409.76	460.98	512.20	669.76	86.32	78.26	149.24
14	80.36	160.72	217.56	253.12	316.40	379.68	386.12	441.28	496.44	551.60	721.28	92.96	84.28	160.72
28	160.72	321.44	435.12	506.24	632.80	759.36	772.24	882.56	992.88	1,103.20	1,442.56	185.92	168.56	321.44
42	241.08	482.16	652.68	759.36	949.20	1,139.04	1,158.36	1,323.84	1,489.32	1,654.80	2,163.84	278.88	252.84	482.16

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

Display Ads	Box
Daily \$66.05	Hold \$40.00
Sunday \$76.40	Mail \$50.00
Fri./Sat. \$69.25	

Each additional day added on to a Sunday is charged 1/2 of that daily rate.

Display ROP Repeat Discounts

- Any ROP display ad repeated within six days will receive a 50-percent discount. All subsequent display ads repeated within that six-day period will also receive a 50-percent discount. No copy changes are permitted, and the discount applies to space charges only. The original daily display ad must run "full coverage," which means it appears in both daily papers. Discount will not apply to the highest priced display ad within the seven-day period.
- A full-price display ad running in both daily papers or in the Sunday newspaper can be repeated within the same publication and receive a 50-percent discount. The discount applies to space charges only.

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 175,000 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