



FORT WAYNE NEWSPAPERS

260-461-8181 • 800-444-3303 • www.FortWayne.com

Effective 11/1/13

EMPLOYMENT BRACKETS

	Display			Liner			Color
	Daily	Fri or Sat	Sun/ Holiday	Daily	Fri or Sat	Sun/ Holiday	Disc.
Over \$1 Million	\$21.74	\$28.52	\$43.02	\$1.89	\$2.48	\$3.74	50%
\$950,000 - \$999,999	22.08	28.88	43.60	1.92	2.51	3.79	50%
\$900,000 - \$949,999	22.78	29.44	44.06	1.98	2.56	3.83	50%
\$850,000 - \$899,999	23.24	29.80	44.52	2.02	2.59	3.87	50%
\$800,000 - \$849,999	23.58	30.26	45.08	2.05	2.63	3.92	50%
\$750,000 - \$799,999	23.92	30.72	45.78	2.08	2.67	3.98	50%
\$700,000 - \$749,999	24.62	31.18	46.46	2.14	2.71	4.04	50%
\$650,000 - \$699,999	24.96	31.86	47.04	2.17	2.77	4.09	50%
\$600,000 - \$649,999	25.66	32.22	47.62	2.23	2.80	4.14	50%
\$550,000 - \$599,999	26.22	32.66	48.08	2.28	2.84	4.18	45%
\$500,000 - \$549,999	26.58	33.12	48.66	2.31	2.88	4.23	45%
\$450,000 - \$499,999	27.26	33.58	49.22	2.37	2.92	4.28	40%
\$400,000 - \$449,999	27.84	33.94	49.92	2.42	2.95	4.34	40%
\$350,000 - \$399,999	28.42	34.62	50.60	2.47	3.01	4.40	35%
\$300,000 - \$349,999	28.88	35.20	51.18	2.51	3.06	4.45	35%
\$250,000 - \$299,999	29.44	35.66	51.76	2.56	3.10	4.50	30%
\$200,000 - \$249,999	29.90	36.36	52.68	2.60	3.16	4.58	30%
\$175,000 - \$199,999	30.48	36.80	53.14	2.65	3.20	4.62	25%
\$150,000 - \$174,999	31.06	37.26	53.72	2.70	3.24	4.67	25%
\$125,000 - \$149,999	31.64	37.72	54.28	2.75	3.28	4.72	20%
\$100,000 - \$124,999	32.22	38.54	55.20	2.80	3.35	4.80	15%
\$75,000 - \$99,999	32.78	38.88	55.78	2.85	3.38	4.85	10%
\$60,000 - \$74,999	33.36	39.34	56.36	2.90	3.42	4.90	10%
\$50,000 - \$59,999	33.82	39.92	57.04	2.94	3.47	4.96	10%
\$40,000 - \$49,999	34.28	40.38	57.62	2.98	3.51	5.01	5%
\$30,000 - \$39,999	34.86	40.94	58.32	3.03	3.56	5.07	5%
\$25,000 - \$29,999	35.42	41.52	59.00	3.08	3.61	5.13	5%
\$20,000 - \$24,999	36.00	42.10	59.58	3.13	3.66	5.18	4%
\$15,000 - \$19,999	36.58	42.44	60.16	3.18	3.69	5.23	3%
\$10,000 - \$14,999	37.04	43.14	60.96	3.22	3.75	5.30	2%
\$7,500 - \$9,999	37.50	43.48	61.54	3.26	3.78	5.35	2%
\$5,000 - \$7,499	38.18	43.94	62.22	3.32	3.82	5.41	1%
\$0 - \$4,999	66.70	74.20	102.36	5.80	6.45	8.90	Open

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 the full cost of the ad. 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 the full cost of the ad.

Jobs.FortWayne.com
will be added at the following rates:
30-Day \$350

COLOR
Draw attention to your ad by including color! Your representative will provide details.

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. Our Recruitment Advertising Solution allows advertisers to reach the most passive and active job seekers in the market by contacting them in print and online through Jobs.FortWayne.com. A simple ad buy can reach both print and online audiences with the most efficiency.

* Source 2005 Major Market Study, KPC Research

Top Jobs:

Top Jobs allows advertisers to further highlight the passive job seeker by drawing additional attention to their specific job listing on FortWayne.com. Top Jobs are featured on the homepage and every channel front page on FortWayne.com. These listings stay online for seven consecutive days after the first date of publication. The rate for Top Jobs is \$75 per listing. FortWayne.com reaches an average of 40,000 daily unique visitors.

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