



FORT WAYNE NEWSPAPERS

260-461-8243 • 800-444-3303, EXT. 8243 • www.FortWayne.com

Effective January 1, 2014

NATIONAL ROP RATES

Per Column Inch

Daily Mon.-Thurs. a.m. and p.m. (combo)	\$173.00
Daily Fri. or Sat. a.m. and p.m. (combo)	\$221.20
Sunday a.m./Holiday a.m. and p.m.	\$245.80
Daily a.m. or p.m. (single paper)	\$164.35
Sat. p.m./Sun. a.m. combo or Sun. a.m./Mon. p.m. combo	\$348.35

NEWSPLAN CONTRACT RATES

Contract Size (Column Inches)	Mon-Thurs FC	Fri. or Sat. FC	Sunday/ Holiday FC*	Single Paper Daily	Combination Buy Sunday JG Daily NS**
Open	\$173.00	\$221.20	\$245.80	\$164.35	\$348.35
126	149.50	182.70	203.00	142.05	287.90
250	144.05	175.95	195.50	136.85	277.25
500	138.25	169.15	187.90	131.35	266.50
750	133.30	163.00	181.10	126.65	256.70
1,200	127.95	156.55	173.95	121.60	246.65
1,600	122.85	150.25	166.90	116.75	236.70
3,200	117.35	143.40	159.30	111.50	225.80
6,500	112.00	137.10	152.35	106.40	215.90
9,000	106.90	130.45	144.90	101.60	205.40
12,500	101.90	124.00	137.75	96.85	195.30
18,000	96.65	117.15	130.15	91.85	184.50
25,000	91.30	110.50	122.80	86.75	174.15

* 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.

** Daily News-Sentinel ad must run on preceding Saturday or subsequent Monday when run in combination with the Sunday Journal Gazette

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 a second 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.

SPECIAL ROP UNITS

Space Spots

- 5 or more ads per week: 20% discount
- 5 or more ads per week for four weeks: 30% discount

Minimum size 2 inches, maximum 16 inches (Monday through Friday), as requested by advertiser.

All ads to be the same size and the same copy. The special may not be used in combination with other discounts.

NATIONAL SPOT COLOR RATES

Monday through Thursday - \$1,045 or \$28 per inch
Friday through Sunday - \$1,318 or \$36 per inch

NATIONAL FULL COLOR RATES

Monday through Thursday - \$1,947 or \$51.50 per inch
Friday through Sunday - \$2,457 or \$65 per inch

FREQUENCY COLOR CONTRACT

Black and 1, 2, or 3 color(s)

No. of insertions	% Deductions
6 - 12	15%
13 - 25	20%
26 - 39	25%
40 and up	30%

CLASSIFIED NATIONAL RATES

	Daily FC		Friday & Saturday FC		Sunday/Holiday FC	
	Display Ad	Liners	Display Ad	Liners	Display Ad	Liners
Non-Employment	\$121.00	\$10.52	\$157.35	\$13.68	\$174.60	\$15.18
Employment	110.40	9.60	138.00	12.00	187.00	16.26