



# FORT WAYNE NEWSPAPERS

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

Effective January 1, 2014

## CO-OP RATES

Contract Size (Column Inches)	Mon.-Thurs. FC	Fri. or Sat. FC	Sun./ Hol. FC*	Combination Buy	Single
				Sunday JG Daily NS**	Paper Daily
<b>Open</b>	<b>\$95.15</b>	<b>\$110.70</b>	<b>\$120.55</b>	<b>\$156.75</b>	<b>\$90.40</b>
126	81.25	97.10	105.80	137.45	77.20
264	80.60	96.10	104.70	136.10	76.60
500	79.20	94.15	102.55	133.15	75.25
750	77.05	91.20	99.30	129.00	73.20
1,000	76.30	90.15	98.15	127.75	72.50
1,500	74.20	87.20	95.05	123.45	70.50

\* 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

### CO-OP REQUIREMENTS

- Co-op rates and co-op color rates are non-commissionable. Ads must be funded all, or in part, by co-op funds from the manufacturer or distributor. At least two dealer names must appear in every ad. Theaters are excluded. Advertisers running at the co-op rate will receive a single invoice. Split billings mailed to individual dealers will be billed at the national or retail rate, whichever is applicable. Split runs are available for preprints. If split-run inserts are not the same size, billing will be based on the larger insert. For additional information, please contact your account executive.

### CO-OP TABLOID PREPRINT RATES

Preprint size	Sunday package/ Holiday FC**	Cost per thousand (CPM) for Sunday/Holiday FC* Zoned Distribution	
		Over 20,000*	Under 20,000*
Card	\$58.65	\$64.52	\$73.31
4 pages	65.45	72.00	81.81
6 pages	70.55	77.61	88.19
8 pages	78.20	86.02	97.75
10 pages	80.75	88.83	100.94
12 pages	85.00	93.50	106.25
14 pages	89.25	98.18	111.56
16 pages	91.80	100.98	114.75
18 pages	94.35	103.79	117.94
20 pages	96.05	105.66	120.06

(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 SPOT COLOR RATES

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

### CO-OP FULL COLOR RATES

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

### NATIONAL TMC & NON-SUBSCRIBER

Insert page count	TMC	Non-subscriber
Under 6	\$52.70	\$56.95
7-14	66.30	70.55
15-26	86.70	90.95
27-42	102.00	105.40
43-58	119.00	124.10
59 and up	133.45	137.70