



FORT WAYNE NEWSPAPERS

260-461-8516 • 800-444-3303, EXT. 8516 • www.FortWayne.com

Effective 11/1/13

ROP COLOR RATES

Rates shown are for full coverage and EXTRA. Single-paper rates available on request.

	Mon.-Thurs.		Fri./Sat./Sun./Holiday	
	flat rate	per inch rate	flat rate	per inch rate
Black Spot Color	\$643	\$19.00	\$814	26.00
Full Color	1,232.00	31.00	\$1,644	37.00

RETAIL SPOT COLOR

	Discount off Open Rate	Mon.-Thurs. Color Rate	Fri./Sat./Sun./Holiday Color Rate
\$500,000 - \$649,999	35%	\$417.95	\$529.10
\$400,000 - \$499,999	30%	450.10	569.80
\$300,000 - \$399,999	30%	450.10	569.80
\$200,000 - \$299,999	25%	482.25	610.50
\$150,000 - \$199,999	20%	514.40	651.20
\$100,000 - \$149,999	15%	546.55	691.90
\$50,000 - \$99,999	10%	578.70	732.60
\$25,000 - \$49,999	5%	610.85	773.30
Open	0%	643.00	814.00

RETAIL FULL COLOR

	Discount off Open Rate	Mon.-Thurs. Color Rate	Fri./Sat./Sun./Holiday Color Rate
\$500,000 - \$649,999	35%	\$800.80	\$1,068.60
\$400,000 - \$499,999	30%	862.40	1,150.80
\$300,000 - \$399,999	30%	862.40	1,150.80
\$200,000 - \$299,999	25%	924.00	1,233.00
\$150,000 - \$199,999	20%	985.60	1,315.20
\$100,000 - \$149,999	15%	1,047.20	1,397.40
\$50,000 - \$99,999	10%	1,108.80	1,479.60
\$25,000 - \$49,999	5%	1,170.40	1,561.80
Open	0%	1,232.00	1,644.00

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

- Color charge per ad is in addition to space cost.
- All ROP double-trucks constitute two color charges.
- All colors are available. Color charts for letterpress and flexo color matching are available from your account executive.