



# FORT WAYNE NEWSPAPERS

260-461-8381 • 800-444-3303 • www.FortWayne.com

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## REAL ESTATE BRACKETS

	Display			Liner			Preprint Disc.
	Daily FC*	Fri or Sat FC*	Sun/Hol. FC*	Daily FC	Fri or Sat FC	Sun/Hol. FC	
Over \$1 Million	\$26.25	\$28.75	\$32.00	\$2.28	\$2.50	\$2.78	42.5%
\$950,000 - \$999,999	27.60	30.60	33.85	2.40	2.66	2.94	42.5%
\$900,000 - \$949,999	27.85	31.05	34.30	2.42	2.70	2.98	40.0%
\$850,000 - \$899,999	28.30	31.75	35.00	2.46	2.76	3.04	40.0%
\$800,000 - \$849,999	28.75	32.45	35.65	2.50	2.82	3.10	37.5%
\$750,000 - \$799,999	29.25	32.90	36.15	2.54	2.86	3.14	37.5%
\$700,000 - \$749,999	29.45	33.35	36.80	2.56	2.90	3.20	35.0%
\$650,000 - \$699,999	30.15	33.85	37.30	2.62	2.94	3.24	35.0%
\$600,000 - \$649,999	30.85	34.30	37.95	2.68	2.98	3.30	32.5%
\$550,000 - \$599,999	31.30	34.75	38.45	2.72	3.02	3.34	32.5%
\$500,000 - \$549,999	31.55	35.20	39.10	2.74	3.06	3.40	30.0%
\$450,000 - \$499,999	32.00	36.15	39.80	2.78	3.14	3.46	27.5%
\$400,000 - \$449,999	32.20	36.35	40.25	2.80	3.16	3.50	25.0%
\$350,000 - \$399,999	33.15	37.05	40.95	2.88	3.22	3.56	22.5%
\$300,000 - \$349,999	33.35	37.50	41.40	2.90	3.26	3.60	20.0%
\$250,000 - \$299,999	33.85	38.20	42.10	2.94	3.32	3.66	17.5%
\$200,000 - \$249,999	34.30	38.65	42.80	2.98	3.36	3.72	17.5%
\$175,000 - \$199,999	34.75	39.10	43.50	3.02	3.40	3.78	15.0%
\$150,000 - \$174,999	35.45	39.80	44.20	3.08	3.46	3.84	15.0%
\$125,000 - \$149,999	36.35	40.50	44.85	3.16	3.52	3.90	10.0%
\$100,000 - \$124,999	36.60	40.95	45.35	3.18	3.56	3.94	10.0%
\$75,000 - \$99,999	37.05	41.40	45.80	3.22	3.60	3.98	8.0%
\$60,000 - \$74,999	37.50	42.10	46.50	3.26	3.66	4.04	8.0%
\$50,000 - \$59,999	37.95	42.55	47.15	3.30	3.70	4.10	8.0%
\$40,000 - \$49,999	38.45	43.05	47.85	3.34	3.74	4.16	5.0%
\$30,000 - \$39,999	38.90	43.70	48.55	3.38	3.80	4.22	5.0%
\$25,000 - \$29,999	39.10	44.20	49.00	3.40	3.84	4.26	5.0%
\$20,000 - \$24,999	40.05	44.85	49.70	3.48	3.90	4.32	Open
\$15,000 - \$19,999	40.50	45.35	50.40	3.52	3.94	4.38	Open
\$10,000 - \$14,999	40.75	45.80	50.85	3.54	3.98	4.42	Open
\$7,500 - \$9,999	41.20	46.25	51.30	3.58	4.02	4.46	Open
\$5,000 - \$7,499	41.65	46.70	52.00	3.62	4.06	4.52	Open
\$2,500 - \$4,999	42.10	47.15	52.45	3.66	4.10	4.56	Open
\$0 - \$2,499	61.20	64.40	71.10	5.32	5.60	6.18	Open
Benevolent	\$31.55	\$35.20	\$39.10	\$2.74	\$3.06	\$3.40	25%
Partners in Print	40.14	46.54	51.72	-	-	-	Open

COLOR RATES - OPEN RATE		
	Monday-Thursday	Friday to Sunday
Over 100 inches	3.55	4.20
50 to Under 100 Inches	4.10	4.85
Under 50 Inches	4.50	5.15

COLOR RATES - DOLLAR VOLUME		
	Monday-Thursday	Friday to Sunday
\$100,000 - \$149,999	\$3.25	\$4.00
\$150,000 - \$199,999	3.20	3.80
\$200,000 - \$249,999	3.05	3.70
\$250,000 - \$299,999	2.95	3.55
\$300,000 - \$349,999	2.85	3.40
\$350,000 - \$399,999	2.75	3.25
\$400,000 - \$449,999	2.65	3.15
\$450,000 - \$499,999	2.50	3.05
\$500,000 and Up	2.40	2.90

\*FC = Full Coverage. Rates include Newspaper Ads Online (N.A.O.). Display ads will be on FortWayne.com for seven days reaching an average of at least 40,000 unique visitors each day.

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

1/2 Page discount applies to ads 100 inches or larger.

1/4 Page discount applies to ads 50 inches or larger.

### Display ROP Repeat Discounts

- Any Full Price 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. 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.