

# Classifieds

Sunday / Holiday



## YOUR CLASSIFIED PRICING

- **The Classified Pricing Program** enables you to quickly find your size and price with colorful grids on these pages! Example: To purchase a 5 column by 17 ad on Sunday you would scroll across to 5 columns and down to 17 to find your price!
- **Annual Contract Discounts** reward you for your commitment to The Monitor with discounts off the prices shown in the two grids. The larger your commitment, the greater your discount.
- **Color By the Ink:** Using color in your newspaper ad increases effectiveness by 60%. Use the grid to the right to calculate your price for color.
- **Holiday Issues:** New Year's Day, Memorial Day, July 4th, Labor Day, Thanksgiving, and Christmas will receive Sunday-Holiday rates.

### Annual Contract Discount Levels

Contract Levels	Sunday	Discount	Recruitment	Colors
<b>OPEN RATE</b>	\$22.12	0%	\$25.28	0%
\$2,500.00	\$21.46	3%	\$24.53	0%
\$5,000.00	\$20.13	9%	\$23.01	0%
\$10,000.00	\$18.81	15%	\$21.49	5%
\$20,000.00	\$17.48	21%	\$19.97	10%
\$30,000.00	\$17.25	22%	\$19.72	10%
\$40,000.00	\$17.03	23%	\$19.47	10%
\$50,000.00	\$16.81	24%	\$19.22	10%
\$75,000.00	\$16.59	25%	\$18.96	10%
\$100,000.00	\$16.37	26%	\$18.71	15%
\$125,000.00	\$16.15	27%	\$18.46	15%
\$150,000.00	\$15.93	28%	\$18.21	15%
\$175,000.00	\$15.71	29%	\$17.96	15%
\$200,000.00	\$15.49	30%	\$17.70	20%
\$250,000.00	\$15.27	31%	\$17.45	20%
\$300,000.00	\$15.05	32%	\$17.19	20%
\$400,000.00	\$14.83	33%	\$16.94	20%
\$600,000.00	\$14.61	34%	\$16.68	20%
\$800,000.00	\$14.39	35%	\$16.43	22%
\$1,000,000.00	\$14.15	36%	\$16.18	25%

Per Column Inch

**COLOR BY THE INK**  
SUNDAY - HOLIDAY  
Full Run (ROP)



Inches	1 Ink	2 Ink	Full
181"-FP	\$1.22	\$1.60	\$2.65
100"-180"	\$1.60	\$2.87	\$3.42
50"-99"	\$2.87	\$3.58	\$4.36
15"-49"	\$3.03	\$3.80	\$5.29

Per Column Inch

## SUNDAY - HOLIDAY CLASSIFIED RATES

	1-Col.	2-Col.	3-Col.	4-Col.	5-Col.	6-Col.	7-Col.	8-Col.	9-Col.	10-Col.
<b>1.0</b>	\$22.12	\$44.25	\$66.37	\$88.49	\$110.62	\$132.74	\$154.86	\$176.99	\$199.11	\$221.24
<b>2.0</b>	\$44.25	\$88.49	\$132.74	\$176.99	\$221.24	\$265.48	\$309.73	\$353.98	\$398.22	\$442.47
<b>3.0</b>	\$66.37	\$132.74	\$199.11	\$265.48	\$331.85	\$398.22	\$464.59	\$530.96	\$597.33	\$663.71
<b>4.0</b>	\$88.49	\$176.99	\$265.48	\$353.98	\$442.47	\$530.96	\$619.46	\$707.95	\$796.45	\$884.94
<b>5.0</b>	\$110.62	\$221.24	\$331.85	\$442.47	\$553.09	\$663.71	\$774.32	\$884.94	\$995.56	\$1,106.18
<b>6.0</b>	\$132.74	\$265.48	\$398.22	\$530.96	\$663.71	\$796.45	\$929.19	\$1,061.93	\$1,194.67	\$1,327.41
<b>7.0</b>	\$154.86	\$309.73	\$464.59	\$619.46	\$774.32	\$929.19	\$1,084.05	\$1,238.92	\$1,393.78	\$1,548.65
<b>8.0</b>	\$176.99	\$353.98	\$530.96	\$707.95	\$884.94	\$1,061.93	\$1,238.92	\$1,415.90	\$1,592.89	\$1,769.88
<b>9.0</b>	\$199.11	\$398.22	\$597.33	\$796.45	\$995.56	\$1,194.67	\$1,393.78	\$1,592.89	\$1,792.00	\$1,991.12
<b>10.0</b>	\$221.24	\$442.47	\$663.71	\$884.94	\$1,106.18	\$1,327.41	\$1,548.65	\$1,769.88	\$1,991.12	\$2,212.35
<b>11.0</b>	\$243.36	\$486.72	\$730.08	\$973.43	\$1,216.79	\$1,460.15	\$1,703.51	\$1,946.87	\$2,190.23	\$2,433.59
<b>12.0</b>	\$265.48	\$530.96	\$796.45	\$1,061.93	\$1,327.41	\$1,592.89	\$1,858.37	\$2,123.86	\$2,389.34	\$2,654.82
<b>13.0</b>	\$287.61	\$575.21	\$862.82	\$1,150.42	\$1,438.03	\$1,725.63	\$2,013.24	\$2,300.84	\$2,588.45	\$2,876.06
<b>14.0</b>	\$309.73	\$619.46	\$929.19	\$1,238.92	\$1,548.65	\$1,858.37	\$2,168.10	\$2,477.83	\$2,787.56	\$3,097.29
<b>15.0</b>	\$331.85	\$663.71	\$995.56	\$1,327.41	\$1,659.26	\$1,991.12	\$2,322.97	\$2,654.82	\$2,986.67	\$3,318.53
<b>16.0</b>	\$353.98	\$707.95	\$1,061.93	\$1,415.90	\$1,769.88	\$2,123.86	\$2,477.83	\$2,831.81	\$3,185.78	\$3,539.76
<b>17.0</b>	\$376.10	\$752.20	\$1,128.30	\$1,504.40	\$1,880.50	\$2,256.60	\$2,632.70	\$3,008.80	\$3,384.90	\$3,761.00
<b>FP</b>	\$475.66	\$951.32	\$1,426.98	\$1,902.65	\$2,378.31	\$2,853.97	\$3,329.63	\$3,805.29	\$4,280.95	\$4,756.62

Ads deeper than 17 inches will be charged full depth.

