

Sunday / Holiday



YOUR RETAIL PRICING

- **The Retail 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.

Annual Contract Discount Levels

Contract Levels	Sunday	Discount	Colors
OPEN RATE	\$33.60	0%	0%
\$2,500.00	\$32.59	3%	0%
\$5,000.00	\$30.58	9%	0%
\$10,000.00	\$28.56	15%	5%
\$20,000.00	\$26.54	21%	10%
\$30,000.00	\$26.21	22%	10%
\$40,000.00	\$25.87	23%	10%
\$50,000.00	\$25.54	24%	10%
\$75,000.00	\$25.20	25%	10%
\$100,000.00	\$24.86	26%	15%
\$125,000.00	\$24.53	27%	15%
\$150,000.00	\$24.20	28%	15%
\$175,000.00	\$23.87	29%	15%
\$200,000.00	\$23.52	30%	20%
\$250,000.00	\$23.18	31%	20%
\$300,000.00	\$22.85	32%	20%
\$400,000.00	\$22.51	33%	20%
\$600,000.00	\$22.18	34%	20%
\$800,000.00	\$21.84	35%	22%
\$1,000,000.00	\$21.50	36%	25%

Per Column Inch

COLOR BY THE INK



SUNDAY - HOLIDAY Full Run (ROP)

Inches	1 Ink	2 Ink	Full
109"-FP	\$2.08	\$2.70	\$4.49
61"-108"	\$2.70	\$4.83	\$5.79
31"-60"	\$4.83	\$6.12	\$7.41
10"-30"	\$5.17	\$6.46	\$8.99

Per Column Inch

SUNDAY - HOLIDAY RETAIL RATES

	1-Col.	2-Col.	3-Col.	4-Col.	5-Col.	6-Col.
1	\$33.60	\$67.20	\$100.80	\$134.40	\$168.00	\$201.60
1.5	\$50.40	\$100.80	\$151.20	\$201.60	\$252.00	\$302.40
2	\$67.20	\$134.40	\$201.60	\$268.80	\$336.00	\$403.20
2.5	\$84.00	\$168.00	\$252.00	\$336.00	\$420.00	\$504.00
3	\$100.80	\$201.60	\$302.40	\$403.20	\$504.00	\$604.80
3.5	\$117.60	\$235.20	\$352.80	\$470.40	\$588.00	\$705.60
4	\$134.40	\$268.80	\$403.20	\$537.60	\$672.00	\$806.40
4.5	\$151.20	\$302.40	\$453.60	\$604.80	\$756.00	\$907.20
5	\$168.00	\$336.00	\$504.00	\$672.00	\$840.00	\$1,008.00
5.5	\$184.80	\$369.60	\$554.40	\$739.20	\$924.00	\$1,108.80
6	\$201.60	\$403.20	\$604.80	\$806.40	\$1,008.00	\$1,209.60
6.5	\$218.40	\$436.80	\$655.20	\$873.60	\$1,092.00	\$1,310.40
7	\$235.20	\$470.40	\$705.60	\$940.80	\$1,176.00	\$1,411.20
7.5	\$252.00	\$504.00	\$756.00	\$1,008.00	\$1,260.00	\$1,512.00
8	\$268.80	\$537.60	\$806.40	\$1,075.20	\$1,344.00	\$1,612.80
8.5	\$285.60	\$571.20	\$856.80	\$1,142.40	\$1,428.00	\$1,713.60
9	\$302.40	\$604.80	\$907.20	\$1,209.60	\$1,512.00	\$1,814.40
9.5	\$319.20	\$638.40	\$957.60	\$1,276.80	\$1,596.00	\$1,915.20
10	\$336.00	\$672.00	\$1,008.00	\$1,344.00	\$1,680.00	\$2,016.00
10.5	\$352.80	\$705.60	\$1,058.40	\$1,411.20	\$1,764.00	\$2,116.80
11	\$369.60	\$739.20	\$1,108.80	\$1,478.40	\$1,848.00	\$2,217.60
12	\$403.20	\$806.40	\$1,209.60	\$1,612.80	\$2,016.00	\$2,419.20
13	\$436.80	\$873.60	\$1,310.40	\$1,747.20	\$2,184.00	\$2,620.80
14	\$470.40	\$940.80	\$1,411.20	\$1,881.60	\$2,352.00	\$2,822.40
15	\$504.00	\$1,008.00	\$1,512.00	\$2,016.00	\$2,520.00	\$3,024.00
16	\$537.60	\$1,075.20	\$1,612.80	\$2,150.40	\$2,688.00	\$3,225.60
17	\$571.20	\$1,142.40	\$1,713.60	\$2,284.80	\$2,856.00	\$3,427.20
FD	\$722.40	\$1,444.80	\$2,167.20	\$2,889.60	\$3,612.00	\$4,334.40

Ads deeper than 17 inches will be charged full depth.

*Holiday Issues: New Year's Day, Memorial Day, July 4th, Labor Day, Thanksgiving, and Christmas will receive Sunday-Holiday rates.

1400 E. Nolana, McAllen, Texas | 683-4147 | 683-4148 | 683-4178 | ads@themonitor.com



www.themonitor.com