



FORT WAYNE NEWSPAPERS

260-461-8243 • 800-444-3303, EXT. 8243 • www.FortWayne.com *Effective January 1, 2012*

CO-OP TELECOMMUNICATION RATES

Ads for telephone service (local access and long distance), telephone directories and satellite dish TV programming will be charged at the telecommunications rate.

CO-OP TELECOMMUNICATION DOLLAR VOLUME BRACKETS (net)

	Mon.-Thur. FC	Fri. or Sat. FC	Sunday Hol. FC*	WEFC**	Single Paper
\$0 - \$7,499	\$82.50	\$94.60	\$105.10	\$138.20	\$78.40
\$7,500 - \$14,999	77.10	88.40	98.25	129.20	73.30
\$15,000 - \$39,999	72.25	82.85	92.10	121.05	68.65
\$40,000 - \$74,999	67.75	77.30	85.85	112.95	64.35
\$75,000 - \$124,999	65.65	75.00	83.30	109.05	62.35
\$125,000 - 199,999	63.55	72.55	80.65	105.10	60.40
\$200,000 - \$299,999	60.10	68.95	76.60	99.70	57.15
\$300,000 - \$399,999	57.60	66.60	74.00	96.05	54.75
\$400,000 - \$499,999	55.15	63.75	70.85	91.65	52.45
\$500,000 - \$599,999	53.40	61.30	68.10	88.40	50.75
\$600,000 - \$699,999	51.60	59.65	66.30	85.90	49.05
Over \$700,000	50.20	58.00	64.40	83.55	47.70

*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 five Fridays between Thanksgiving and Christmas to reflect additional distribution received. No zoning on Thanksgiving or Christmas Day.

**WEFC = Weekend full coverage. An ad in The Sunday Journal Gazette with your choice of either a Saturday News-Sentinel or Monday News-Sentinel. Ads must run on consecutive dates.

CO-OP TELECOMMUNICATION PREPRINT RATES (Net)

Preprint size	Sunday package/ Holiday FC**	Cost per thousand (CPM) for Sunday/Holiday FC* Zoned Distribution		Total market coverage (TMC) (Contract discounts do not apply)	
		Over 20,000*	Under 20,000*	With JG and/or NS distribution	Non subscriber only
Less than 4 tab pages	\$55.25	\$60.78	\$69.06	\$49.30	\$53.55
4 tab pages	62.05	68.26	77.56	49.30	53.55
6 tab pages	67.15	73.87	83.94	49.30	53.55
8 tab pages	73.10	80.41	91.38	62.90	67.15
10 tab pages	75.65	83.22	94.56	62.90	67.15
12 tab pages	79.90	87.89	99.88	62.90	67.15
14 tab pages	84.15	92.57	105.19	62.90	67.15
16 tab pages	86.70	95.37	108.38	81.60	85.85
18 tab pages	89.25	98.18	111.56	81.60	85.85
20 tab pages	90.95	100.05	113.69	81.60	85.85

(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 five 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 TELECOMM SPOT COLOR (Net)

Monday through Thursday Open Rate - \$828 or \$22.25 per inch
Friday through Sunday Open Rate - \$1,046 or \$28.25 per inch

CO-OP TELECOMM FULL COLOR (Net)

Monday through Thursday Open Rate - \$1,546 or \$41 per inch
Friday through Sunday Open Rate - \$1,952 or \$52 per inch

ROP REPEAT DISCOUNTS

- Any daily combination or Sunday ROP ad repeated within six days of first insertion will receive a 30% discount. A 50% discount is earned if the same ad is repeated each additional time within that same period. Discounts apply to space only, and do not apply to multiple-signature advertising. No copy changes are permitted. May not be used in combination with other discounts. Sunday rates are not discounted.