



# FORT WAYNE NEWSPAPERS

260-461-8243 • 800-444-3303, EXT. 8243 • www.FortWayne.com

Effective January 1, 2012

## NATIONAL ROP RATES

	<i>Per Column Inch</i>
Daily Mon.-Thurs. a.m. and p.m. (combo)	\$164.70
Daily Fri. or Sat. a.m. and p.m. (combo)	\$206.45
Sunday a.m./Holiday a.m. and p.m.	\$229.40
Daily a.m. or p.m. (single paper)	\$156.50
Sat. p.m./Sun. a.m. combo or Sun. a.m./Mon. p.m. combo	\$325.15

### NEWSPLAN CONTRACT RATES

<i>Contract Size (Column Inches)</i>	<i>Mon-Thurs FC</i>	<i>Fri. or Sat. FC</i>	<i>Sunday/ Holiday FC*</i>	<i>Single Paper Daily</i>	<i>Combination Buy Sunday JG Daily NS**</i>
<b>Open</b>	<b>\$164.70</b>	<b>\$206.45</b>	<b>\$229.40</b>	<b>\$156.50</b>	<b>\$325.15</b>
126	142.25	170.50	189.45	135.15	268.70
250	137.10	164.20	182.45	130.25	258.75
500	131.55	157.85	175.35	125.00	248.75
750	126.85	152.10	169.00	120.55	239.60
1,200	121.75	146.10	162.35	115.70	230.20
1,600	116.90	140.20	155.75	111.10	220.90
3,200	111.65	133.80	148.65	106.10	210.75
6,500	106.55	127.95	142.15	101.25	201.50
9,000	101.70	121.70	135.20	96.65	191.70
12,500	96.95	115.70	128.55	92.15	182.25
18,000	91.95	109.30	121.45	87.40	172.20
25,000	86.85	103.15	114.60	82.55	162.55

\* *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.*

\*\* *Daily News-Sentinel ad must run on preceding Saturday or subsequent Monday when run in combination with the Sunday Journal Gazette*

### NATIONAL SPOT COLOR RATES

Monday through Thursday - \$974 or \$26 per inch  
Friday through Sunday - \$1,230 or \$33 per inch

### NATIONAL FULL COLOR RATES

Monday through Thursday - \$1,818 or \$48 per inch  
Friday through Sunday - \$2,295 or \$61 per inch

### FREQUENCY COLOR CONTRACT

*Black and 1, 2, or 3 color(s)*

<i>No. of insertions</i>	<i>% Deductions</i>
6 -12	15%
13 - 25	20%
26 - 39	25%
40 and up	30%

### CLASSIFIED NATIONAL RATES

	<b>Daily FC</b>		<b>Friday &amp; Saturday FC</b>		<b>Sunday/Holiday FC</b>	
	Display Ad	Liners	Display Ad	Liners	Display Ad	Liners
Non-Employment	\$115.00	\$10.00	\$146.55	\$12.74	\$162.65	\$14.14
Employment	\$110.40	\$9.60	\$138.00	\$12.00	\$187.00	\$16.26

### 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 a second 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.

### SPECIAL ROP UNITS

#### Space Spots

- 5 or more ads per week: 20% discount
- 5 or more ads per week for four weeks: 30% discount

Minimum size 2 inches, maximum 16 inches (Monday through Friday), as requested by advertiser.

All ads to be the same size and the same copy. The special may not be used in combination with other discounts.