



# FORT WAYNE NEWSPAPERS

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

Effective January 1, 2012

## NATIONAL 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.

*These rates are commissionable for qualified advertising agencies and national advertisers.*

### NATIONAL TELECOMMUNICATION DOLLAR VOLUME BRACKETS (gross)

	Mon.-Thur. FC	Fri. or Sat. FC	Sunday Hol. FC*	WEFC**	Single Paper
\$0 - \$7,499	\$97.05	\$111.25	\$123.60	\$162.55	\$92.20
\$7,500 - \$14,999	90.70	104.00	115.55	152.00	86.20
\$15,000 - \$39,999	84.95	97.45	108.30	142.40	80.75
\$40,000 - \$74,999	79.65	90.90	101.00	132.85	75.70
\$75,000 - \$124,999	77.20	88.20	98.00	128.25	73.35
\$125,000 - 199,999	74.75	85.35	94.85	123.60	71.05
\$200,000 - \$299,999	70.70	81.10	90.10	117.25	67.20
\$300,000 - \$399,999	67.75	78.35	87.05	113.00	64.40
\$400,000 - \$499,999	64.85	75.00	83.35	107.80	61.65
\$500,000 - \$599,999	62.80	72.10	80.10	103.95	59.70
\$600,000 - \$699,999	60.65	70.15	77.95	101.05	57.65
Over \$700,000	59.05	68.20	75.75	98.25	56.10

\*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.

### NATIONAL TELECOMMUNICATION PREPRINT RATES

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	\$65.00	\$71.50	\$81.25	\$58.00	\$63.00
4 tab pages	73.00	80.30	91.25	58.00	63.00
6 tab pages	79.00	86.90	98.75	58.00	63.00
8 tab pages	86.00	94.60	107.50	74.00	79.00
10 tab pages	89.00	97.90	111.25	74.00	79.00
12 tab pages	94.00	103.40	117.50	74.00	79.00
14 tab pages	99.00	108.90	123.75	74.00	79.00
16 tab pages	102.00	112.20	127.50	96.00	101.00
18 tab pages	105.00	115.50	131.25	96.00	101.00
20 tab pages	107.00	117.70	133.75	96.00	101.00

(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.

- Mini-tab inserts, unusual sizes, shapes or folds, and inserts containing samples should be submitted in dummy form in advance for price quote and approval.
- The rates shown are based on tabloid page size, 10.5"x11.5" (image area 8.726"x10.25"). Standard page charged as two tabloid pages.

### NATIONAL TELECOMM SPOT COLOR

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

### NATIONAL TELECOMM FULL COLOR

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