



RETAIL BRACKETS

	Retail excluding EXTRA					Full Page Full Color Rates excluding EXTRA					Preprint Discount	Color Discount
	Daily FC*	Fri. & Sat. FC*	Sun./Hol. FC*	WFEC**	Daily	Daily FC*	Fri. & Sat. FC*	Sun./Hol. FC*	WFEC**			
Benevolent	\$54.05	\$60.90	\$67.65	\$87.85	\$57.90	\$7,152.43	\$8,214.40	\$9,014.28	\$11,781.73	30%	35%	
Partners in Print	63.60	71.65	79.60	103.40	68.15	8,666.60	10,025.53	10,967.60	14,362.90	Open	Open	
\$500,000 - \$549,999	54.05	60.90	67.65	87.85	57.90	7,152.43	8,214.40	9,014.28	11,781.73	30.0%	35%	
\$450,000 - \$499,999	54.55	61.70	68.50	89.05	58.65	7,269.18	8,386.95	9,191.75	12,029.43	27.5%	30%	
\$400,000 - \$449,999	55.20	62.55	69.45	90.20	59.45	7,346.20	8,486.68	9,304.33	12,165.70	25.0%	30%	
\$350,000 - \$399,999	55.80	63.40	70.45	91.50	60.25	7,417.30	8,587.40	9,422.83	12,319.75	22.5%	30%	
\$300,000 - \$349,999	56.45	64.15	71.25	92.55	60.95	7,494.33	8,676.28	9,517.63	12,444.18	20.0%	30%	
\$250,000 - \$299,999	56.90	64.90	72.10	93.60	61.70	7,605.15	8,841.90	9,695.10	12,674.10	17.5%	25%	
\$200,000 - \$249,999	57.55	65.75	73.05	94.85	62.50	7,662.18	8,942.63	9,807.68	12,822.23	17.5%	25%	
\$175,000 - \$199,999	58.10	66.60	74.00	96.10	63.30	7,804.85	9,120.10	9,997.00	13,075.85	15.0%	20%	
\$150,000 - \$174,999	58.75	67.35	74.80	97.20	64.00	7,881.88	9,208.98	10,091.80	13,206.20	15.0%	20%	
\$125,000 - \$149,999	59.35	68.20	75.80	98.45	64.80	8,010.48	9,386.45	10,287.05	13,459.83	10.0%	15%	
\$100,000 - \$124,999	59.90	68.95	76.60	99.50	65.55	8,075.65	9,475.33	10,381.85	13,584.25	10.0%	15%	
\$75,000 - \$99,999	60.55	69.80	77.55	100.80	66.35	8,210.18	9,652.80	10,571.18	13,843.80	8.0%	10%	
\$60,000 - \$74,999	61.15	70.55	78.40	101.95	67.05	8,281.28	9,741.68	10,671.90	13,980.08	8.0%	10%	
\$50,000 - \$59,999	61.65	71.35	79.25	103.15	67.80	8,340.53	9,836.48	10,772.63	14,122.28	8.0%	10%	
\$40,000 - \$49,999	62.25	72.20	80.15	104.30	68.60	8,469.13	10,013.95	10,956.03	14,364.05	5.0%	5%	
\$30,000 - \$39,999	62.90	73.00	81.10	105.35	69.35	8,546.15	10,108.75	11,068.60	14,488.48	5.0%	5%	
\$25,000 - \$29,999	63.40	73.85	82.05	106.50	70.20	8,605.40	10,209.48	11,181.18	14,624.75	5.0%	5%	
\$20,000 - \$24,999	64.05	74.55	82.85	107.55	70.85	8,739.93	10,369.18	11,352.73	14,854.68	Open	Open	
\$15,000 - \$19,999	64.65	75.40	83.75	108.75	71.65	8,811.03	10,469.90	11,459.38	14,996.88	Open	Open	
\$10,000 - \$14,999	65.15	76.15	84.65	110.00	72.35	8,870.28	10,558.78	11,566.03	15,145.00	Open	Open	
\$7,500 - \$9,999	65.80	77.00	85.50	111.15	73.15	8,947.30	10,659.50	11,666.75	15,281.28	Open	Open	
\$5,000 - \$7,499	66.40	77.75	86.40	112.30	73.90	9,018.40	10,748.38	11,773.40	15,417.55	Open	Open	
\$2,500 - \$4,999	67.00	78.60	87.30	113.40	74.70	9,089.50	10,849.10	11,880.05	15,547.90	Open	Open	
\$0 - \$2,499	77.65	88.65	98.50	128.05	84.25	10,351.53	12,040.03	13,207.25	17,283.93	Open	Open	

The Benefits of Newspaper Advertising

Fort Wayne Newspapers and FortWayne.com reach more potential customers than any other media source in northeast Indiana. We offer a wide array of products and services to deliver your message. The dollar-volume agreement provides flexibility in the way you can spend your advertising dollars to maximize your results. Your Fort Wayne Newspapers account executive will help you take full advantage of every product so your advertising message will reach your market.

ROP Repeat Discounts

ROP ads running within six days of the first insertion will receive a 50 percent pickup discount. Ads must be a pickup of original copy and not contain any copy changes. Discount will apply to the full cost of the ad. The discount will not apply to the highest cost ad and must run full coverage. Repeat discount does not apply to the movie category.

COSTS FOR ADDING COLOR

Spot Color	Mon.-Thursday	Fri/Sat/Sun/Hol	Spot Color
Full Color	\$17.00	\$24.00	Full Color
	\$29.00	\$35.00	

MAXIMUM FLAT RATE

Spot Color	Mon.-Thursday	Fri/Sat/Sun/Hol
Full Color	\$600	\$760
	\$1,150	\$1,535

*Per column inch up to maximum flat rate charge.

*FC = full coverage. Your ad will appear in The News-Sentinel and The Journal Gazette

**WFEC = Weekend full coverage. Your ad will appear in the Sunday Journal Gazette with your choice of either a Saturday or Monday News-Sentinel. Ads must run on consecutive dates.

On holidays and the five Fridays between Thanksgiving and Christmas advertisers will be charged the Sunday rates to reflect the additional distribution received.

Why Newspapers?

They Add Value for Advertisers

The compelling facts below underscore the strength of newspapers:

- 48% of adults read a newspaper on an average weekday.
- 54% of adults read a newspaper on an average Sunday.
- 67% of adults read a daily newspaper in the past 5 days.
- 69% of adults read a Sunday newspaper in the past month.
- Customers for many products and services are also the most frequent newspaper readers.
- Newspaper sections provide advertisers with unique targeting opportunities.
- The newspaper is the most used advertising source for coupons.
- The newspaper is read by the majority of consumers planning their next vehicle purchase.
- Newspaper Web site users are prime prospects for advertisers.

* Source: 2009 Newspaper Advertising Plan Book.