



FORT WAYNE NEWSPAPERS

260-461-8516 • 800-444-3303, EXT. 8516 • www.FortWayne.com

Effective 10/1/11

ROP COLOR RATES

Rates shown are for full coverage and EXTRA. Single-paper rates available on request.

	Mon.-Thurs.		Fri./Sat./Sun./Holiday	
	flat rate	per inch rate	flat rate	per inch rate
Black Spot Color	\$600	\$17.00	\$760	24.00
Full Color	1,150.00	29.00	\$1,535	35.00

RETAIL SPOT COLOR

	Discount off Open Rate	Mon.-Thurs. Color Rate	Fri./Sat./Sun./Holiday Color Rate
\$500,000 - \$649,999	35%	\$390.00	\$494.00
\$400,000 - \$499,999	30%	420.00	532.00
\$300,000 - \$399,999	30%	420.00	532.00
\$200,000 - \$299,999	25%	450.00	570.00
\$150,000 - \$199,999	20%	480.00	608.00
\$100,000 - \$149,999	15%	510.00	646.00
\$50,000 - \$99,999	10%	540.00	684.00
\$25,000 - \$49,999	5%	570.00	722.00
Open	0%	600.00	760.00

RETAIL FULL COLOR

	Discount off Open Rate	Mon.-Thurs. Color Rate	Fri./Sat./Sun./Holiday Color Rate
\$500,000 - \$649,999	35%	\$747.50	\$997.75
\$400,000 - \$499,999	30%	805.00	1,074.50
\$300,000 - \$399,999	30%	805.00	1,074.50
\$200,000 - \$299,999	25%	862.50	1,151.25
\$150,000 - \$199,999	20%	920.00	1,228.00
\$100,000 - \$149,999	15%	977.50	1,304.75
\$50,000 - \$99,999	10%	1,035.00	1,381.50
\$25,000 - \$49,999	5%	1,092.50	1,458.25
Open	0%	1,150.00	1,535.00

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

- Color charge per ad is in addition to space cost.
- All ROP double-trucks constitute two color charges.
- All colors are available. Color charts for letterpress and flexo color matching are available from your account executive.