

# Special Rate Classifications



## Travel / Vacation Advertising

Rates are available for travel-related advertising. Ads may run in the Travel Group Page or any other section outside of the group page. Standard color rates apply. Color included with group page subject to availability. ROP pickup rates apply.

- 6x frequency level is consecutive.
- 13x, 26x, 48x non-consecutive, within 52 weeks.

## Retail Travel Rates

Commitment Level	Sunday	Daily
Open	\$118.50	\$97.17
6x	\$98.50	\$80.77
13x	\$91.30	\$74.87
26x	\$85.80	\$70.37
48x	\$82.80	\$67.91
Zone Only		\$14.00
Zone Pick Up		\$11.00

## Mortgage Directory

- Rates apply to mortgage lenders and brokers.
- Minimum ad size is 2".
- No color available on group or individual ads.
- Group page ad size = 5 column 1/2 page horizontal or full page.
- Standard pickup discounts apply.
- Ads may run in the Mortgage Directory Group Page or any other section outside of the group page.
- 13x, 26x, 48x frequency levels non-consecutive, within 52 weeks.

Commitment Level	At Home Only	At Home/New Homes Package
Open	\$93.90	\$159.60
13x	\$72.50	\$123.30
26x	\$62.90	\$107.00
48x	\$53.10	\$90.30

## Nonprofit

- Rates apply to qualified nonprofit organizations.
- Organizations must provide the appropriate 501c documentation.
- Rates equal to the \$35K revenue level for daily and Sunday.
- Standard color rates apply.

Rate	
Daily	\$77.90
Sunday	\$95.50

## Church

- Rates apply to local organizations whose ads are of a religious nature or a place of worship.
- Standard pickup discounts apply.
- Ads may run in the Church Group Page or any other section outside of the group page.
- Standard color rates apply.
- 6x frequency level non-consecutive within 13 weeks.
- All other frequency levels non-consecutive within 52 weeks.

Commitment Level	PCI Rate	Sunday
Open	\$75.00	\$89.30
6x	\$55.00	\$67.00
13x	\$52.50	\$62.50
26x	\$50.50	\$60.10
48x	\$49.00	\$58.40

## Sunday Business Section

- Rate program for Retail open or contract advertisers.
- Standard color rates apply.
- Contact your account executive for eligibility.

Rate	
Open or Contract Advertisers	\$42.00

Effective 5/18/09

# Special Rate Classifications (Continued)



## Restaurants

- Program available to local restaurants.
- Full run only.
- Standard color rates apply.
- ROP pickup rates apply.

Rate	
Daily	\$45.00
Sunday	\$53.00

## Retail Group Page

- Advertising published in a group page.
- Ads published outside of the group page will be charge at the applicable rate card rates.
- Full color is included.
- No other discounts apply.
- Cannot be combined with other rate programs.

Rate	
Daily	\$71.60
Sunday	\$88.10

## Political Rates

- Applies to all political advertising, regardless of store front location or whether there is an out-of-state or toll-free number in the ad.
- No contract required.
- Standard color rates apply.
- Eligible for 15% agency commission.
- 75% pickup discount second thru sixth pickup within 7 days.
- Discounts do not apply to Sunday.

Rate	
Daily	\$87.60
Sunday	\$108.70

## Adult Entertainment

- Minimum 6" ad size can publish in Business, Sports and Caliente.
- Ads must be approved by the publisher prior to publication.
- All photos must be cropped at the neckline.
- No other rate programs available to this category.
- ROP pickup rates apply.
- Standard color rates apply.
- 6x frequency level non-consecutive within 13 weeks.
- All other frequency levels non-consecutive within 52 weeks.

Commitment Level	Daily	Sunday
Open	\$78.80	\$96.10
6x	\$57.80	\$70.50
13x	\$52.50	\$64.10
26x	\$47.30	\$57.70
48x	\$42.00	\$51.30

## At Home Marketplace Group Page

- Sunday At Home group page featuring modular ad sizes.
- Rates include full color and online print to web.
- No other discounts apply.
- Cannot be combined with other rate programs.
- Retail rates apply to ads running outside of the group page.

Rate	
Price Per Box	\$375.00

## New Homes Crossover Rates

- Applies to advertisers without a New Home Builder contract.
- Standard color rates apply.

Advertiser	Daily	Sunday
Non Contract	Open	Open
Contract other than dollar volume	\$98.90	\$122.10
Dollar Volume	Signed	Signed

Effective 5/18/09