

THE MORNING JOURNAL

MorningJournal.com

1657 Broadway, Lorain, Ohio 44052-3489 Lorain: 440-245-6901 1-800-765-6901 (in Ohio only) FAX: 440-245-5637

Website: www.MorningJournal.com

Member: Audit Bureau of Circulations, Newspaper Association of America

A morning publication everyday

Modular Ad Units & Rates

PERSONNEL

PUBLISHER Jeff Sudbrook
DIRECTOR OF ADVERTISING Ronald D. Beal
DISPLAY ADVERTISING MANAGER Wendy Burgos
INSIDE SALES MANAGER Darlene Smith
ONLINE MANAGER Emily Andrews

COMMISSIONS AND CASH DISCOUNTS

A. RETAIL & CLASSIFIED

Terms of payments are net 15 days from date of statement. Rates are non-commissionable. A finance charge of 1½% will be assessed monthly if not paid by the 30th of the month following publication. Finance charges are added to the past due balance and the total thereof is subject to interest for the next billing cycle and shall continue accruing interest, until paid. Any account that has not established credit must submit a credit application prior to insertion of advertising. The accounting department must be given a reasonable length of time to process this application. If insertion is desired immediately, payment may be made with cash, Visa, Mastercard, American Express or Discover.

B. NATIONAL

National commissionable rates are available to any advertising agency and will be billed to the advertising agency. Agency Commissions: 15% to recognized agencies.

POLICY/RETAIL & CLASSIFIED

A. The Morning Journal assumes no financial responsibility for typographical errors or for omission of copy or art or for non-insertion of an advertisement. Liability for errors or omissions shall not exceed the cost of that portion of space attributable thereto. Claims of adjustment must be made within seven days of publication. Credit allowable for first insertion only. In the event of an error or omission we will, if requested, furnish a letter of explanation which can be utilized by the advertiser.

B. The advertiser and/or advertising agency or agent assumes all liability for advertisements published (including illustration, texts, claims, etc.) and agrees to assume any and all responsibility for claims occurring against The Morning Journal.

C. Minimum space is 2 column inches. Advertisements over 20 inches in depth will be billed full column depth. Each advertisement must be as many inches deep as columns wide.

D. Contract rates apply only to advertising space relating to regular retail business owned by the advertiser specified. They cannot be used directly or indirectly to cover the advertising of a second or third party. Space contracted for cannot be sublet to others, nor used for other purposes than herein named. Advertising is non-commissionable. No cash discounts are allowed and all rates are net.

E. Charges will be made for excessive changes or alterations from original copy. Advertisements set and killed before publication will be charged for the time that is required for setting.

F. In the event that the advertiser does not reach the contract level, they will be charged at the earned rate. In the event advertiser spends enough to qualify for a lower rate, The Morning Journal agrees to issue a credit for differential between contract rate and rate earned. The rebate applies to the next highest bracket above the current contract size.

G. Advertising set to resemble news matter must carry the word "Advertisement" at the top. The Morning Journal news type cannot be used in advertising copy.

H. The Morning Journal will not be responsible for printing material left 30 days after publication.

I. The Morning Journal reserves the right to edit, alter or refuse any advertisements. Every effort will be made to meet reasonable position requests, however, the position is not guaranteed. Failure to meet requests will not constitute cause for adjustment, refund or rerun.

J. The Morning Journal will not be liable for non-insertion of any advertisement beyond the amount pre-paid, if any, for such advertisement.

K. Dates and time for cancellation of advertisements are the same as the deadlines for placing advertisements.

L. No ads accepted on a "position or omit" basis. All "going out of business" copy accepted on a cash with copy basis only. The Morning Journal assumes no liability for errors or omissions on advertisements placed after deadline.

M. Contracts shall continue in force from year to year, month to month, day to day, unless terminated by written notice from either party to the other, received at least 30 days prior to the end of any contract period. The Morning Journal reserves the right to revise rates upon a 30 day written notice.

N. The following holidays will receive Sunday circulation and will be charged Sunday rates: Christmas, Thanksgiving, New Years Day, Memorial Day, Labor Day and the Friday following Thanksgiving.

O. The subject matter, form, size, wording, illustration and typography of all advertising copy received by The Morning Journal shall be subject to approval, revision, classification, cancellation or rejection at any time by The Morning Journal in its sole and absolute discretion. Previous acceptance of any advertising copy by The Morning Journal will not operate as a waiver of The Morning Journal's rights hereunder to edit, revise, classify, cancel or reject any advertising copy at any time.

P. No Brokered space accepted.

Q. Alcoholic beverage advertising accepted.

R.O.P. RATES (non-commissionable)

A. BUSINESS REVIEW & FORECAST

15 Consecutive Mondays - Contract Required..... \$65.10 per week

B. EDUCATION AND CHURCH

\$24.20 per column inch daily\$26.50 per column inch Sunday/Holiday.

PICK UP RATES DO NOT APPLY TO EDUCATION AND CHURCH RATES

C. REPEAT COMBINATION ADVERTISING RATES

Any ad which contains minimal changes may be repeated any number of times within six days of initial insertion and receive the following discounts:

- 1st Ad - contract rate • 2nd & 3rd Ad - 25% Discount • 4th, 5th & 6th Ad - 75% Discount
- Minimum Ad size 5" • Discounts do not apply to Sunday insertions.

D. POLITICAL RATES

All political advertising must be prepaid and have the words "Political Advertisement" printed at the top of the advertisement. All political advertising must be signed by the sponsor, listing name and address. The Morning Journal does not check copy submitted against official records. Therefore, we request that any political advertisement that quotes, paraphrases or refers to court decisions or official actions of public officials, be accompanied by the decision, act or operation referred to in the text of the advertisement.

\$28.65 per column inch daily..... \$31.30 per column inch Sunday/Holiday

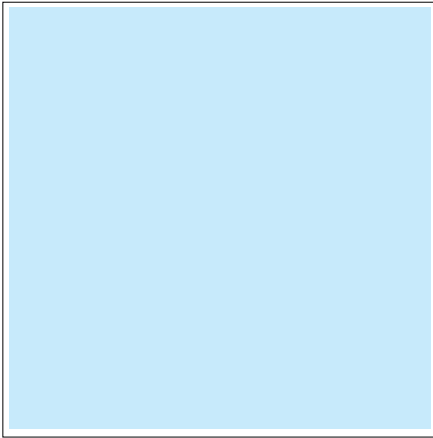
COLOR RATES AND DATA

A. ROP COLOR RATES

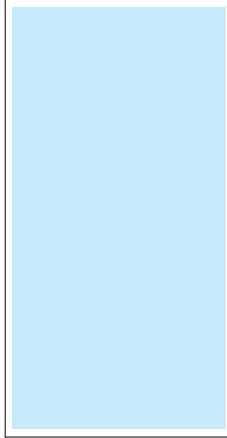
A color charge is added to space rate for page units or less. Color rates are per ad.

	DAILY	SUNDAY/ HOLIDAY
1 Color & Black	\$465	\$510
3 Colors & Black	\$650	\$705

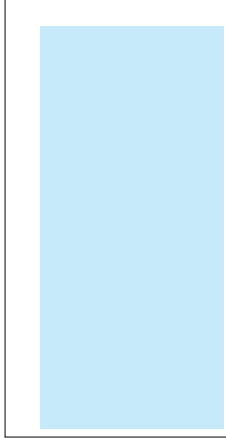
MODULAR AD SIZES



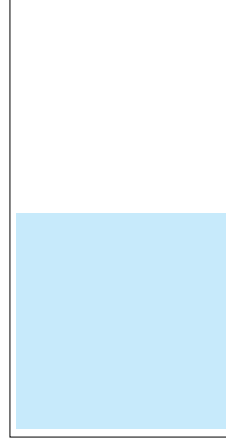
Double Truck
13 col. x 20"
BUILD SIZE: 20.295" x 20"



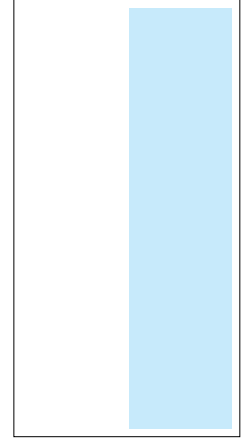
Full Page
6 col. x 20"
BUILD SIZE: 9.89" x 20"



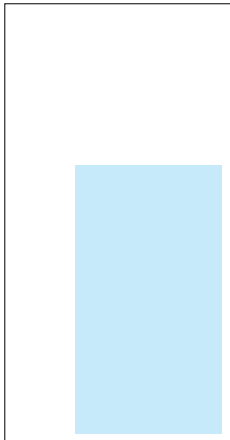
3/4 Page
5 col. x 18"
BUILD SIZE: 8.22" x 18"



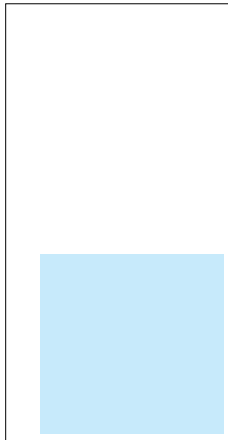
1/2 Page Horizontal
6 col. x 10"
BUILD SIZE: 9.89" x 10"



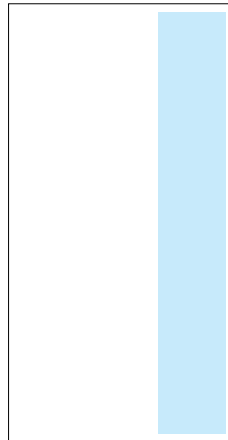
1/2 Page Vertical
3 col. x 20"
BUILD SIZE: 4.89" x 20"



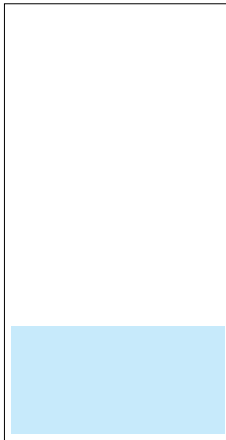
2/5 Page
4 col. x 12"
BUILD SIZE: 6.56 x 12"



1/3 Page Horizontal
5 col. x 8"
BUILD SIZE: 8.22" x 8"



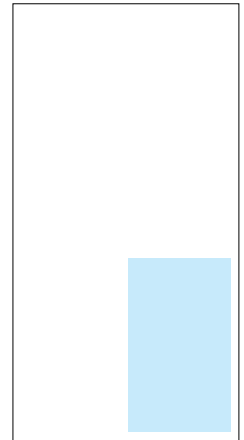
1/3 Page Vertical
2 col. x 20"
BUILD SIZE: 3.22" x 20"



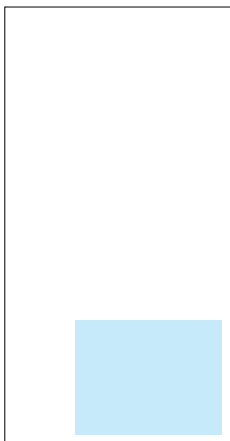
1/4 Page Horizontal
6 col. x 5"
BUILD SIZE: 9.89" x 5"



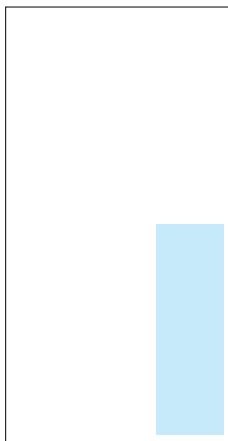
1/4 Page Vertical
3 col. x 10"
BUILD SIZE: 4.89" x 10"



1/5 Page
3 col. x 8"
BUILD SIZE: 4.89" x 8"



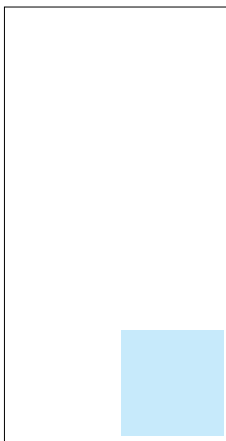
1/6 Page Horizontal
4 col. x 5"
BUILD SIZE: 6.56 x 5"



1/6 Page Vertical
2 col. x 10"
BUILD SIZE: 3.22" x 10"



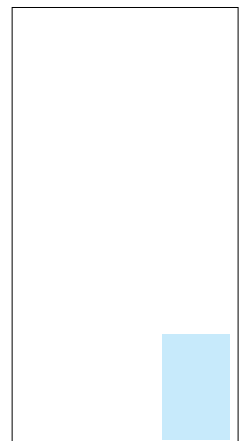
3/20 Page
3 col. x 6"
BUILD SIZE: 4.89" x 6"



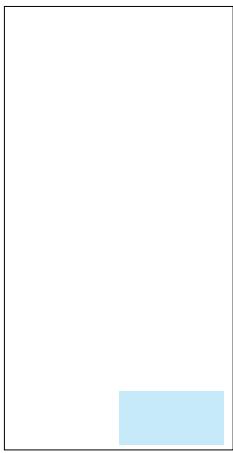
1/8 Page
3 col. x 5"
BUILD SIZE: 4.89" x 5"



1/10 Page
3 col. x 4"
BUILD SIZE: 4.89" x 4"



1/12 Page
2 col. x 5"
BUILD SIZE: 3.22" x 5"



1/16 Page

3 col. x 2.5"

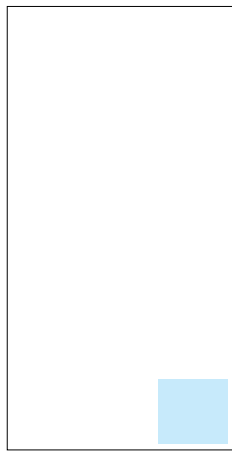
BUILD SIZE: 4.89" x 2.5"



2/30 Page

2 col. x 4"

BUILD SIZE: 3.22" x 4"



1/20 Page

2 col. x 3"

BUILD SIZE: 3.22" x 3"



1/30 Page Horizontal

2 col. x 2"

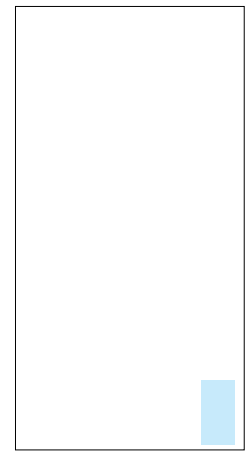
BUILD SIZE: 3.22" x 2"



1/30 Page Vertical

1 col. x 4"

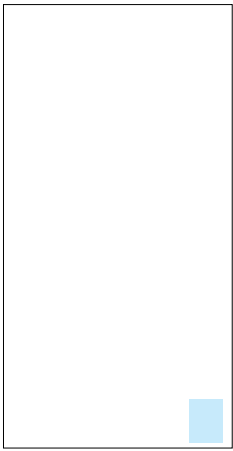
BUILD SIZE: 1.56" x 4"



1/40 Page

1 col. x 3"

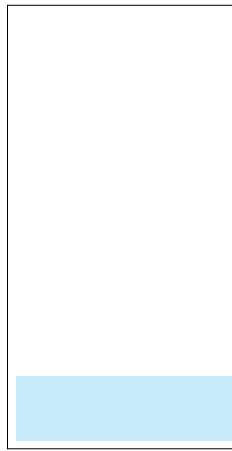
BUILD SIZE: 1.56" x 3"



1/60 Page

1 col. x 2"

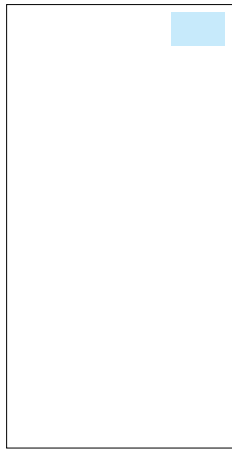
BUILD SIZE: 1.56" x 2"



Front Page Banner

6 col. x 3"

BUILD SIZE: 9.89" x 3"



Skybox

BUILD SIZE: 2.5" x 1"

6 Column ROP and Classified

Column Width	Picas	Inches	Points
1 Column	9p4	1.56	112.00
2 Column	19p4	3.22	232.00
3 Column	29p4	4.89	352.00
4 Column	39p4	6.556	472.00
5 Column	49p4	8.22	592.00
6 Column	59p4	9.89	712.00

Double Truck

Columns	Picas	Inches	Points
13 Column	121p75	20.295"	1461

Broadsheet Modular Ad Sizes

Double Truck: 13 col. x 20"	1/4 Page Horizontal: 6 col. x 5"	1/12 Page: 2 col. x 5"	Front Page Banner: 6 col. x 3"
Full Page: 6 col. x 20"	1/4 Page Vertical: 3 col. x 10"	1/16 Page: 3 col. x 2.5"	Skybox: 2.5" x 1"
3/4 Page: 5 col. x 18"	1/5 Page: 3 col. x 8"	2/30 Page: 2 col. x 4"	Gutters and Margins
1/2 Page Horizontal: 6 col. x 10"	1/6 Page Horizontal: 4 col. x 5"	1/20 Page: 2 col. x 3"	
1/2 Page Vertical: 3 col. x 20"	1/6 Page Vertical: 2 col. x 10"	1/30 Page Horizontal: 2 col. x 2"	Page Gutter: 80 points
2/5 Page: 4 col. x 12"	3/20 Page: 3 col. x 6"	1/30 Page Vertical: 1 col. x 4"	Column Gutter: 8 points
1/3 Page Horizontal: 5 col. x 8"	1/8 Page: 3 col. x 5"	1/40 Page: 1 col. x 3"	Page Depth: 20.295"
1/3 Page Vertical: 2 col. x 20"	1/10 Page: 3 col. x 4"		

Panthers headed to state

Did you remember to **SPRING FORWARD** and set your clocks ahead one hour?

UP TO **\$235** WORTH OF **MONEY-SAVING COUPONS** INSIDE

THE MORNING JOURNAL
SUNDAY

'ONE OF THE BEST'

Tuesday marks anniversary of Kerstetter's death

INDIANS COME UP WITH WIN
Tribes avoid sweep against White Sox in home-opening series | C2

THE MORNING JOURNAL
MORNING, APRIL 4, 2013

Lucy Idol Center founder dies
Lifelong advocate for the mentally disabled passes away at 90

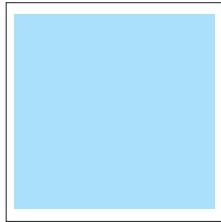
NAVIGATING SAFETY TOWN
Consultant to analyze gambling

Tabloid Modular Ad Sizes

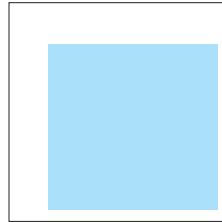
Double Truck: 13 col. x 9.6"	1/3 Page Vertical: 2 col. x 9.6"	1/15 Page Horizontal: 2 col. x 2"	Gutters and Margins
Full Page: 6 col. x 9.6"	3/10 Page: 3 col. x 6"	1/15 Page Vertical: 1 col. x 4"	Page Margins: 40 points
2/3 Page: 5 col. x 8"	1/4 Page: 3 col. x 4.75"	1/20 Page: 1 col. x 3"	Page Gutter: 80 points
1/2 Page Horizontal: 6 col. x 4.75"	1/6 Page: 2 col. x 4.75"	1/30 Page: 1 col. x 2"	Column Gutter: 8 points
1/2 Page Vertical: 3 col. x 9.6"	1/8 Page: 3 col. x 2.31"	Front Page Banner: 6 col. x 3"	Page Depth: 9.89"
2/5 Page: 3 col. x 8"	2/15 Page: 2 col. x 4"		
1/3 Page Horizontal: 4 col. x 4.75"	1/10 Page: 2 col. x 3"		



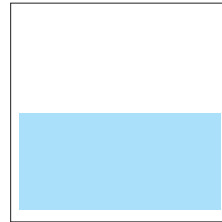
Double Truck
13 col. x 9.6"
BUILD SIZE: 20.295" x 9.6"



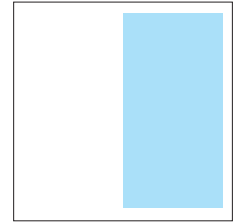
Full Page
6 col. x 9.6"
BUILD SIZE: 9.89" x 9.6"



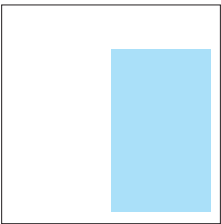
2/3 Page
5 col. x 8"
BUILD SIZE: 8.22" x 8"



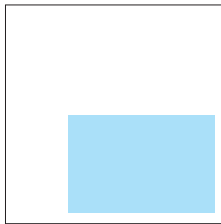
1/2 Page Horizontal
6 col. x 4.75"
BUILD SIZE: 9.89" x 4.75"



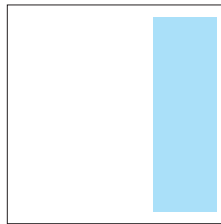
1/2 Page Vertical
3 col. x 9.6"
BUILD SIZE: 4.89" x 9.6"



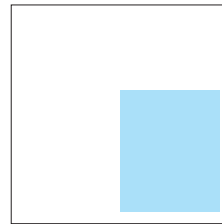
2/5 Page
3 col. x 8"
BUILD SIZE: 4.89" x 8"



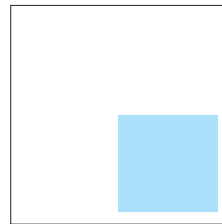
1/3 Page Horizontal
4 col. x 4.75"
BUILD SIZE: 6.56" x 4.75"



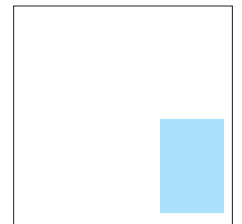
1/3 Page Vertical
2 col. x 9.6"
BUILD SIZE: 3.22" x 9.6"



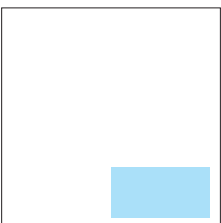
3/10 Page
3 col. x 6"
BUILD SIZE: 4.89" x 6"



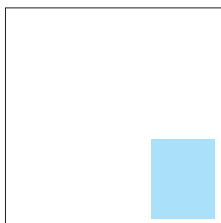
1/4 Page
3 col. x 4.75"
BUILD SIZE: 4.89" x 4.75"



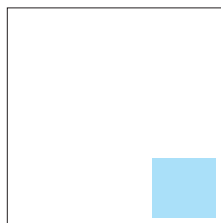
1/6 Page
2 col. x 4.75"
BUILD SIZE: 3.22" x 4.75"



1/8 Page
3 col. x 2.31"
BUILD SIZE: 4.89" x 2.31"



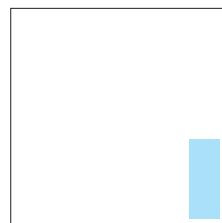
2/15 Page
2 col. x 4"
BUILD SIZE: 3.22" x 4"



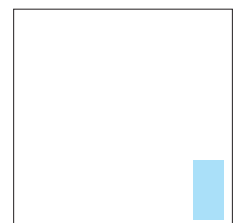
1/10 Page
2 col. x 3"
BUILD SIZE: 3.22" x 3"



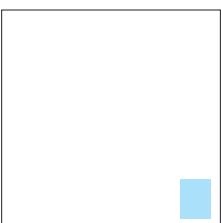
1/15 Page Horizontal
2 col. x 2"
BUILD SIZE: 3.22" x 2"



1/15 Page Vertical
1 col. x 4"
BUILD SIZE: 1.56" x 4"



1/20 Page
1 col. x 3"
BUILD SIZE: 1.56" x 3"



1/30 Page
1 col. x 2"
BUILD SIZE: 1.56" x 2"



Front Page Banner
6 col. x 3"
BUILD SIZE: 9.89" x 3"

THE MORNING JOURNAL

MorningJournal.com

1657 Broadway, Lorain, OH 44052

440-245-6901

Contract Level								MORNING JOURNAL SUNDAY BROADSHEET				
Ad Sizes	OPEN	\$1,000-\$2,499	\$2,500-\$4,999	\$5,000-\$9,999	\$10,000-\$19,999	\$20,000-\$39,999	\$40,000-\$74,999	\$75,000-\$124,999	\$125,000-\$199,999	\$200,000-\$399,999	\$400,000-\$499,999	\$500,000+
DOUBLE TRUCK 12 COL X 20"	11806.00	7354.00	7210.00	7138.00	7102.00	6994.00	6886.00	6838.00	6766.00	6706.00	6646.00	6370.00
FULL PAGE 6 COL X 20"	5908.00	3682.00	3610.00	3574.00	3556.00	3502.00	3448.00	3424.00	3388.00	3358.00	3328.00	3190.00
3/4 PAGE 5 COL X 18"	4433.50	2764.00	2710.00	2683.00	2669.50	2629.00	2588.50	2570.50	2543.50	2521.00	2498.50	2395.00
1/2 PAGE - H 6 COL X 10"	2959.00	1846.00	1810.00	1792.00	1783.00	1756.00	1729.00	1717.00	1699.00	1684.00	1669.00	1600.00
1/2 PAGE - V 3 COL X 20"	2959.00	1846.00	1810.00	1792.00	1783.00	1756.00	1729.00	1717.00	1699.00	1684.00	1669.00	1600.00
2/5 PAGE 4 COL X 12"	2369.20	1478.80	1450.00	1435.60	1428.40	1406.80	1385.20	1375.60	1361.20	1349.20	1337.20	1282.00
1/3 PAGE - H 5 COL X 8"	1976.00	1234.00	1210.00	1198.00	1192.00	1174.00	1156.00	1148.00	1136.00	1126.00	1116.00	1070.00
1/3 PAGE - V 2 COL X 20"	1976.00	1234.00	1210.00	1198.00	1192.00	1174.00	1156.00	1148.00	1136.00	1126.00	1116.00	1070.00
1/4 PAGE - H 6 COL X 5"	1484.50	928.00	910.00	901.00	896.50	883.00	869.50	863.50	854.50	847.00	839.50	805.00
1/4 PAGE - V 3 COL X 10"	1484.50	928.00	910.00	901.00	896.50	883.00	869.50	863.50	854.50	847.00	839.50	805.00
1/5 PAGE 3 COL X 8"	1189.60	744.40	730.00	722.80	719.20	708.40	697.60	692.80	685.60	679.60	673.60	646.00
1/6 PAGE - H 4 COL X 5"	993.00	622.00	610.00	604.00	601.00	592.00	583.00	579.00	573.00	568.00	563.00	540.00
1/6 PAGE - V 2 COL X 10"	993.00	622.00	610.00	604.00	601.00	592.00	583.00	579.00	573.00	568.00	563.00	540.00
3/20 PAGE 3 COL X 6"	894.70	560.80	550.00	544.60	541.90	533.80	525.70	522.10	516.70	512.20	507.70	487.00
1/8 PAGE 3 COL X 5"	747.25	469.00	460.00	455.50	453.25	446.50	439.75	436.75	432.25	428.50	424.75	407.50
1/10 PAGE 3 COL X 4"	599.80	377.20	370.00	366.40	364.60	359.20	353.80	351.40	347.80	344.80	341.80	328.00
1/12 PAGE 2 COL X 5"	501.50	316.00	310.00	307.00	305.50	301.00	296.50	294.50	291.50	289.00	286.50	275.00
1/16 PAGE 3 COL X 2.5"	378.63	239.50	235.00	232.75	231.63	228.25	224.88	223.38	221.13	219.25	217.38	208.75
2/30 PAGE 2 COL X 4"	403.20	254.80	250.00	247.60	246.40	242.80	239.20	237.60	235.20	233.20	231.20	222.00
1/20 PAGE 2 COL X 3"	304.90	193.60	190.00	188.20	187.30	184.60	181.90	180.70	178.90	177.40	175.90	169.00
1/30 PAGE - H 2 COL X 2"	206.60	132.40	130.00	128.80	128.20	126.40	124.60	123.80	122.60	121.60	120.60	116.00
1/30 PAGE - V 1 COL X 4"	206.60	132.40	130.00	128.80	128.20	126.40	124.60	123.80	122.60	121.60	120.60	116.00
1/40 PAGE 1 COL X 3"	157.45	101.80	100.00	99.10	98.65	97.30	95.95	95.35	94.45	93.70	92.95	89.50
1/60 PAGE 1 COL X 2"	108.30	71.20	70.00	69.40	69.10	68.20	67.30	66.90	66.30	65.80	65.30	63.00

Contract Level								MORNING JOURNAL DAILY BROADSHEET					
Ad Sizes	OPEN	\$1,000-\$2,499	\$2,500-\$4,999	\$5,000-\$9,999	\$10,000-\$19,999	\$20,000-\$39,999	\$40,000-\$74,999	\$75,000-\$124,999	\$125,000-\$199,999	\$200,000-\$399,999	\$400,000-\$499,999	\$500,000+	
DOUBLE TRUCK 12 COL X 20"	11098.00	6634.00	6550.00	6490.00	6442.00	6346.00	6262.00	6226.00	6190.00	6154.00	6094.00	5818.00	
FULL PAGE 6 COL X 20"	5554.00	3322.00	3280.00	3250.00	3226.00	3178.00	3136.00	3118.00	3100.00	3082.00	3052.00	2914.00	
3/4 PAGE 5 COL X 18"	4168.00	2494.00	2462.50	2440.00	2422.00	2386.00	2354.50	2341.00	2327.50	2314.00	2291.50	2188.00	
1/2 PAGE - H 6 COL X 10"	2782.00	1666.00	1645.00	1630.00	1618.00	1594.00	1573.50	1564.00	1555.50	1546.00	1531.00	1462.00	
1/2 PAGE - V 3 COL X 20"	2782.00	1666.00	1645.00	1630.00	1618.00	1594.00	1573.50	1564.00	1555.50	1546.00	1531.00	1462.00	
2/5 PAGE 4 COL X 12"	2227.00	1334.80	1318.00	1306.00	1296.00	1277.20	1260.40	1253.20	1246.00	1238.80	1226.80	1171.60	
1/3 PAGE - H 5 COL X 8"	1858.00	1114.80	1100.00	1090.00	1082.00	1066.00	1052.00	1046.00	1040.00	1034.00	1024.00	978.00	
1/3 PAGE - V 2 COL X 20"	1858.00	1114.80	1100.00	1090.00	1082.00	1066.00	1052.00	1046.00	1040.00	1034.00	1024.00	978.00	
1/4 PAGE - H 6 COL X 5"	1396.00	838.80	827.50	820.00	814.00	802.00	791.50	787.00	782.50	778.00	770.50	736.00	
1/4 PAGE - V 3 COL X 10"	1396.00	838.80	827.50	820.00	814.00	802.00	791.50	787.00	782.50	778.00	770.50	736.00	
1/5 PAGE 3 COL X 8"	1118.80	672.40	664.00	658.00	653.20	643.60	635.20	631.60	628.00	624.40	618.40	590.80	
1/6 PAGE - H 4 COL X 5"	934.00	562.00	555.00	550.00	546.00	538.00	531.00	528.00	525.00	522.00	517.00	494.00	
1/6 PAGE - V 2 COL X 10"	934.00	562.00	555.00	550.00	546.00	538.00	531.00	528.00	525.00	522.00	517.00	494.00	
3/20 PAGE 3 COL X 6"	841.60	506.80	500.50	496.00	492.40	485.20	478.90	476.20	473.50	470.80	466.30	445.60	
1/8 PAGE 3 COL X 5"	703.00	424.00	418.75	415.00	412.00	406.00	400.75	398.50	396.25	394.00	390.25	373.00	
1/10 PAGE 3 COL X 4"	564.40	341.20	337.00	334.00	331.60	326.80	322.60	320.80	319.00	317.20	314.20	300.40	
1/12 PAGE 2 COL X 5"	472.00	286.00	282.50	280.00	278.00	274.00	270.50	269.00	267.50	266.00	263.50	252.00	
1/16 PAGE 3 COL X 2.5"	356.50	217.00	214.38	212.50	211.00	208.00	205.38	204.25	203.13	202.00	200.13	191.50	
2/30 PAGE 2 COL X 4"	379.60	230.80	228.00	226.00	224.40	221.20	218.40	217.20	216.00	214.80	212.80	203.60	
1/20 PAGE 2 COL X 3"	287.20	175.60	173.50	172.00	170.80	168.40	166.30	165.40	164.50	163.60	162.10	155.20	
1/30 PAGE - H 2 COL X 2"	194.80	120.40	119.00	118.00	117.20	115.60	114.20	113.60	113.00	112.40	111.40	106.80	
1/30 PAGE - V 1 COL X 4"	194.80	120.40	119.00	118.00	117.20	115.60	114.20	113.60	113.00	112.40	111.40	106.80	
1/40 PAGE 1 COL X 3"	148.60	92.80	91.75	91.00	90.40	89.20	88.15	87.70	87.25	86.80	86.05	82.60	
1/60 PAGE 1 COL X 2"	102.40	65.20	64.50	64.00	63.60	62.80	62.10	61.80	61.50	61.20	60.70	58.40	

Contract Level								MORNING JOURNAL SUNDAY TABLOID				
Ad Sizes	OPEN	\$1,000-\$2,499	\$2,500-\$4,999	\$5,000-\$9,999	\$10,000-\$19,999	\$20,000-\$39,999	\$40,000-\$74,999	\$75,000-\$124,999	\$125,000-\$199,999	\$200,000-\$399,999	\$400,000-\$499,999	\$500,000+
	DOUBLE TRUCK 12 COL X 10"	5908.00	3682.00	3610.00	3574.00	3556.00	3502.00	3448.00	3424.00	3388.00	3358.00	3328.00
FULL PAGE 6 COL X 10"	2959.00	1846.00	1810.00	1792.00	1783.00	1756.00	1729.00	1717.00	1699.00	1684.00	1669.00	1600.00
2/3 PAGE 5 COL X 8"	1976.00	1234.00	1210.00	1198.00	1192.00	1174.00	1156.00	1148.00	1136.00	1126.00	1116.00	1070.00
1/2 PAGE - V 3 COL X 10"	1484.50	928.00	910.00	901.00	896.50	883.00	869.50	863.50	854.50	847.00	839.50	805.00
1/2 PAGE - H 6 COL X 5"	1484.50	928.00	910.00	901.00	896.50	883.00	869.50	863.50	854.50	847.00	839.50	805.00
2/5 PAGE 3 COL X 8"	1189.60	744.40	730.00	722.80	719.20	708.40	697.60	692.80	685.60	679.60	673.60	646.00
1/3 PAGE - H 4 COL X 5"	993.00	622.00	610.00	604.00	601.00	592.00	583.00	579.00	573.00	568.00	563.00	540.00
1/3 PAGE - V 2 COL X 10"	993.00	622.00	610.00	604.00	601.00	592.00	583.00	579.00	573.00	568.00	563.00	540.00
3/10 PAGE 3 COL X 6"	894.70	560.80	550.00	544.60	541.90	533.80	525.70	522.10	516.70	512.20	507.70	487.00
1/4 PAGE 3 COL X 5"	747.25	469.00	460.00	455.50	453.25	446.50	439.75	436.75	432.25	428.50	424.75	407.50
1/6 PAGE 2 COL X 5"	501.50	316.00	310.00	307.00	305.50	301.00	296.50	294.50	291.50	289.00	286.50	275.00
1/8 PAGE 3 COL X 2.5"	378.63	239.50	235.00	232.75	231.63	228.25	224.88	223.38	221.13	219.25	217.38	208.75
2/15 PAGE 2 COL X 4"	403.20	254.80	250.00	247.60	246.40	242.80	239.20	237.60	235.20	233.20	231.20	222.00
1/10 PAGE 2 COL X 3"	304.90	193.60	190.00	188.20	187.30	184.60	181.90	180.70	178.90	177.40	175.90	169.00
1/15 PAGE -H 2 COL X 2"	206.60	132.40	130.00	128.80	128.20	126.40	124.60	123.80	122.60	121.60	120.60	116.00
1/15 PAGE - V 1 COL X 4"	206.60	132.40	130.00	128.80	128.20	126.40	124.60	123.80	122.60	121.60	120.60	116.00
1/20 PAGE 1 COL X 3"	157.45	101.80	100.00	99.10	98.65	97.30	95.95	95.35	94.45	93.70	92.95	89.50
1/30 PAGE 1 COL X 2"	108.30	71.20	70.00	69.40	69.10	68.20	67.30	66.90	66.30	65.80	65.30	63.00

Contract Level								MORNING JOURNAL DAILY TABLOID				
Ad Sizes	OPEN	\$1,000-\$2,499	\$2,500-\$4,999	\$5,000-\$9,999	\$10,000-\$19,999	\$20,000-\$39,999	\$40,000-\$74,999	\$75,000-\$124,999	\$125,000-\$199,999	\$200,000-\$399,999	\$400,000-\$499,999	\$500,000+
	DOUBLE TRUCK 12 COL X 10"	5554.00	3322.00	3280.00	3250.00	3226.00	3178.00	3136.00	3118.00	3100.00	3082.00	3052.00
FULL PAGE 6 COL X 10"	2782.00	1666.00	1645.00	1630.00	1618.00	1594.00	1573.00	1564.00	1555.00	1546.00	1531.00	1462.00
2/3 PAGE 5 COL X 8"	1858.00	1114.00	1100.00	1090.00	1082.00	1066.00	1052.00	1046.00	1040.00	1034.00	1024.00	978.00
1/2 PAGE - V 3 COL X 10"	1396.00	838.00	827.50	820.00	814.00	802.00	791.50	787.00	782.50	778.00	770.50	736.00
1/2 PAGE - H 6 COL X 5"	1396.00	838.00	827.50	820.00	814.00	802.00	791.50	787.00	782.50	778.00	770.50	736.00
2/5 PAGE 3 COL X 8"	1118.00	672.40	664.00	658.00	653.20	643.60	635.20	631.60	628.00	624.40	618.40	590.80
1/3 PAGE - H 4 COL X 5"	934.00	562.00	555.00	550.00	546.00	538.00	531.00	528.00	525.00	522.00	517.00	494.00
1/3 PAGE - V 2 COL X 10"	934.00	562.00	555.00	550.00	546.00	538.00	531.00	528.00	525.00	522.00	517.00	494.00
3/10 PAGE 3 COL X 6"	841.60	504.80	500.50	496.00	492.40	485.20	478.90	476.20	473.50	470.80	466.30	445.60
1/4 PAGE 3 COL X 5"	703.00	424.00	418.75	415.00	412.00	406.00	400.75	398.50	396.25	394.00	390.25	373.00
1/6 PAGE 2 COL X 5"	472.00	286.00	282.50	280.00	278.00	274.00	270.50	269.00	267.50	266.00	263.50	252.00
1/8 PAGE 3 COL X 2.5"	356.50	217.00	214.38	212.50	211.00	208.00	205.38	204.25	203.13	202.00	200.13	191.50
2/15 PAGE 2 COL X 4"	379.60	230.80	228.00	226.00	224.40	221.20	218.40	217.20	216.00	214.80	212.80	203.60
1/10 PAGE 2 COL X 3"	287.00	175.60	173.50	172.00	170.80	168.40	166.30	165.40	164.50	163.60	162.10	155.20
1/15 PAGE -H 2 COL X 2"	194.80	120.40	119.00	118.00	117.20	115.60	114.20	113.60	113.00	112.40	111.40	106.80
1/15 PAGE - V 1 COL X 4"	194.80	120.40	119.00	118.00	117.20	115.60	114.20	113.60	113.00	112.40	111.40	106.80
1/20 PAGE 1 COL X 3"	148.60	92.80	91.75	91.00	90.40	89.20	88.15	87.70	87.25	86.80	86.05	82.60
1/30 PAGE 1 COL X 2"	102.40	65.20	64.50	64.00	63.60	62.80	62.10	61.80	61.50	61.20	60.70	58.40