



modular rates NEWS-REGISTER

2015

Modular Rates

Columns represent monthly spending commitments. Other sizes available.

Column	AA	A	B	C	D	E	F	G	H	I	J
Portion of Page	OPEN RATE	\$250	\$500	\$750	\$1,000	\$2,500	\$5,000	\$7,500	\$10,000	\$12,500	\$15,000
1/16	\$149	\$119	\$113	\$107	\$101	\$95	\$89	\$83	\$80	\$77	\$74
1/9	\$260	\$208	\$198	\$187	\$177	\$167	\$156	\$146	\$141	\$135	\$130
1/6	\$391	\$312	\$297	\$281	\$266	\$250	\$234	\$219	\$211	\$203	\$195
1/4	\$595	\$476	\$452	\$429	\$405	\$381	\$357	\$333	\$321	\$310	\$298
1/2	\$1,190	\$838	\$796	\$754	\$712	\$670	\$629	\$587	\$566	\$545	\$524
3/4	\$1,786	\$1,171	\$1,113	\$1,054	\$996	\$937	\$879	\$820	\$791	\$761	\$732
FP	\$2,381	\$1,467	\$1,393	\$1,320	\$1,247	\$1,173	\$1,100	\$1,027	\$990	\$953	\$917

Contract rates are revenue based and reflect monthly spending for all News-Register services for a 3 month period of commitment. With a 6 month commitment, skip 1 column for rates. With a 12 month commitment, skip 2 columns for rates. For civic rate, use column C. For association & milestone rates use column A.

Dimensions of Ads

Portion of Page	Width x Height (inches)
1/16	1.62 x 8 (v); 3.37 x 4 (h)
1/9	3.37 x 7.07(v); 6.88 x 3.47(h)
1/6	3.37 x 10.68(v); 5.13 x 7.07(sq); 10.39 x 3.47(h)
1/4	5.13 x 10.68(v)
1/2	5.13 x 21.5(v); 10.39 x 10.68(h)
3/4	10.39 x 16.25(v)
FP	10.39 x 21.5(v)

Color Rates

Portion of Page	Open Rate Color	Contract Color
1/16	\$60	\$50
1/9	\$90	\$75
1/6	\$120	\$100
1/4	\$150	\$125
1/2	\$210	\$175
3/4	\$270	\$225
FP	\$330	\$275

Modular Sizes

Some modular sizes may have multiple orientations – horizontal or vertical. See dimensions above.

Any modular sized display ad is eligible for a 50% pick-up rate when the advertisement is run with no changes in the next available edition of the News-Register and/or The Post.

Published Sections

Tuesday		Friday	
Best Food Day	Main/News	Church Page	Main/News
On the Town	Classifieds	Connections	Classifieds
Connections	Sports	Senior News	Sports
		Viewpoints	

Display-Ad Deadlines

Tuesday	5 p.m.	Thursday
Friday	5 p.m.	Tuesday

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