



modular rates

NEWS-REGISTER

2018

Modular Rates

Columns represent monthly spending commitments. Other sizes available.

Column	AA	A	B	C	D	E	F	G	H	I	J	K
Portion of Page	OPEN RATE	\$250	\$500	\$750	\$1,000	\$1,750	\$2,500	\$5,000	\$7,500	\$10,000	\$12,500	\$15,000
1/16	\$186	\$139	\$131	\$123	\$114	\$110	\$106	\$97	\$89	\$85	\$81	\$77
1/9	\$325	\$244	\$229	\$214	\$200	\$193	\$185	\$171	\$156	\$149	\$141	\$134
1/6	\$487	\$366	\$344	\$322	\$300	\$289	\$278	\$256	\$234	\$223	\$212	\$201
1/4	\$743	\$557	\$524	\$490	\$457	\$440	\$423	\$390	\$357	\$340	\$323	\$306
1/2	\$1486	\$981	\$922	\$863	\$804	\$775	\$745	\$686	\$628	\$598	\$569	\$539
3/4	\$2228	\$1370	\$1288	\$1206	\$1124	\$1083	\$1042	\$959	\$877	\$836	\$795	\$754
FP	\$2971	\$1716	\$1613	\$1510	\$1407	\$1356	\$1304	\$1201	\$1098	\$1047	\$995	\$944

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 charitable rate, use column C. For association & milestone rates use column A.

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.

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	\$64	\$54
1/9	\$94	\$79
1/6	\$124	\$104
1/4	\$154	\$129
1/2	\$214	\$179
3/4	\$274	\$229
FP	\$334	\$279

Modular Sizes

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

Published Sections

Tuesday		Friday	
Best Food Day	Main/News	Church Page	Main/News
Classifieds	Sports	Connections	Classifieds
Connections		Sports	Viewpoints

Display-Ad Deadlines

Friday.....	5 p.m. Tuesday
Tuesday Post.....	5 p.m. Tuesday
Tuesday News-Register.....	5 p.m. Thursday