

## 2010 ROP Display Rate Card

ROP:	1 wk.	6 wk.	13 wk.	26 wk.	52 wk.
Five days					
Full	\$4,432	\$3,537	\$2,823	\$1,880	\$1,252
3/4	3,988	3,190	2,550	1,698	1,131
1/2 Island	3,833	3,060	2,447	1,630	1,094
1/2	3,190	2,550	2,033	1,357	906
3/8	2,550	2,033	1,619	1,083	719
1/4	1,834	1,498	1,193	791	528
3/16	1,545	1,230	979	656	431
1/8	1,131	906	719	480	315
1/16	693	553	443	293	188

Same ad must run each day of the week on consecutive days. All rates are gross rates and per week.

## 2010 ROP Display Rate Card

ROP:	1x	6x	13x	26x	52x
One day					
Full	\$2,954	\$2,358	\$1,882	\$1,254	\$834
3/4	2,657	2,127	1,701	1,132	754
1/2 Island	2,552	2,040	1,632	1,087	729
1/2	2,127	1,701	1,355	904	604
3/8	1,701	1,355	1,078	722	479
1/4	1,245	998	796	527	352
3/16	1,030	819	653	437	287
1/8	820	604	479	320	211
1/16	462	369	295	195	126

All rates are gross rates and per day.

**Preferred position:** earned frequency + 15%

**Color charges are net**

1 day: \$250 process/PMS color; \$500 four color  
5 day: \$325 process/PMS color; \$650 four color

Daily newspaper

Legal focus (Monday)

Business focus (Friday)

The Daily Record  
Media Kit 2010

DISPLAY RATES

## 2010 Special Section Rate Card

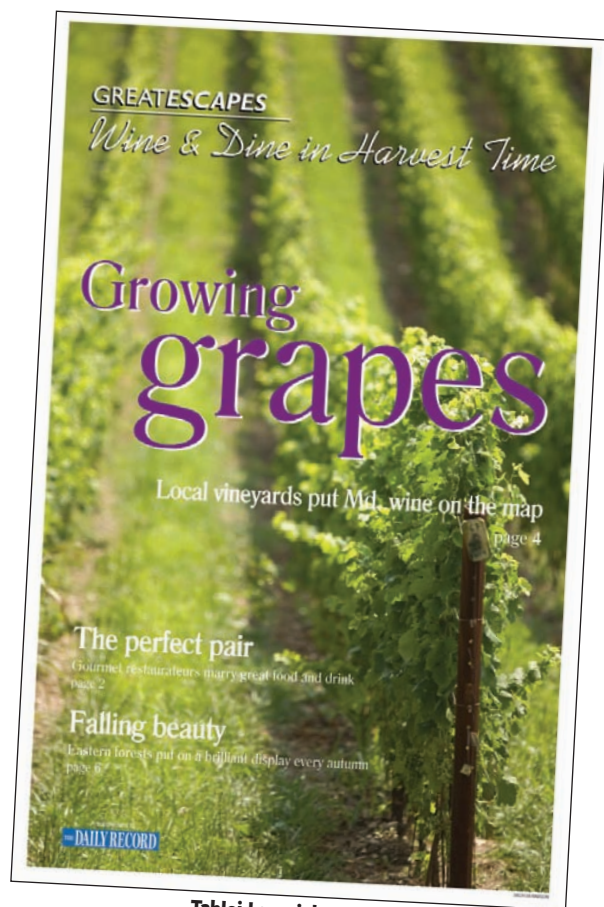
Tabloid	1x	3x	5+x
Full	\$3,674	\$3,309	\$2,943
3/4	3,309	2,976	2,650
1/2 Island	3,165	2,857	2,543
1/2	2,650	2,388	2,118
3/8	2,119	1,909	1,697
1/4	1,554	1,400	1,245
3/16	1,285	1,164	1,082
1/8	942	845	754
1/16	571	532	468
Back Cover*	4,725	4,305	3,885
Inside Cover*	4,174	3,809	3,443

\* Back Cover and Inside Cover prices include four color.

## 2010 Special Section Rate Card

Magazine	White Paper	Glossy Paper
Full	\$2,777	\$4,080
2/3	1,999	3,520
1/2	1,474	2,107
1/3	954	1,057
1/6	566	708
Back Cover*	3,694	5,192
Inside Cover*	3,555	4,988

\* Back Cover and Inside Cover prices include four color.



Tabloid special section



Magazine special section

**Preferred position:** earned frequency + 15%

### Color Charges are net

1 day: \$250 process/PMS color; \$500 four color

5 day: \$325 process/PMS color; \$650 four color

**Event Sponsorship Opportunities:** Call 443.524.8103 for details