

# ROP Display Rates



SIZE	W X H	1 DAY	1 WK	6 WK	13 WK	26 WK	52 WK
Full	10.00" x 16.00"	\$2,600	\$3,912	\$3,122	\$2,492	\$1,659	\$1,115
3/4 Horizontal	10.00" x 11.96"	\$2,391	\$3,520	\$2,816	\$2,251	\$1,498	\$999
Junior	7.46" x 11.96"	\$2,252	\$3,333	\$2,701	\$2,159	\$1,438	\$965
1/2 Horizontal	10.00" x 7.92"	\$2,112	\$3,168	\$2,533	\$2,019	\$1,349	\$899
1/2 Vertical	4.92" x 16.00"	\$2,112	\$3,168	\$2,533	\$2,019	\$1,349	\$899
1/4 Square	4.92" x 7.92"	\$1,373	\$2,023	\$1,653	\$1,317	\$872	\$582
1/4 Horizontal	10.00" x 3.88"	\$1,373	\$2,023	\$1,653	\$1,317	\$872	\$582
1/4 Vertical	2.38" x 16.00"	\$1,373	\$2,023	\$1,653	\$1,317	\$872	\$582
3/16 Square	4.92" x 5.20"	\$1,137	\$1,704	\$1,357	\$1,080	\$724	\$475
1/8 Square	4.92" x 3.88"	\$905	\$1,247	\$999	\$793	\$529	\$347
1/8 Vertical	2.38" x 7.92"	\$905	\$1,247	\$999	\$793	\$529	\$347
1/16 Horizontal	4.92" x 1.85"	\$510	\$764	\$610	\$488	\$323	\$207
1/16 Vertical	2.38" x 3.88"	\$510	\$764	\$610	\$488	\$323	\$207

## Premium Positions

Front Page Strip	2" x 10"	\$1,575	\$1,968	\$1,575	\$1,377	\$1,170	\$981
Double Truck Banner	3.88" x 21"	\$2,589	\$3,832	\$3,106	\$2,482	\$1,653	\$1,140

Rates are per week. Same ad must run each day of the week on consecutive days.

Preferred Position: Earned frequency + 15%

Color Charges are net: One day \$250 four-color  
Five days \$500 four-color

**ROP Space Deadline:** 10 a.m., two business days prior to publication

**ROP Materials Deadline:** Noon, two business days prior to publication

Rates are gross. Payment in advance is required by out-of-state customers and for ads under \$500.

Credit checks are required for ads over \$5,000. We accept Visa/MC/AMEX.

## Preprinted Insert Rates

SIZE	1 TIME	7 TIMES	13 TIMES
1 Page	\$158	\$143	\$83
3-10 Pages	\$143	\$121	\$97
11-20 Pages	\$151	\$134	\$113

Rates are per 1,000 inserts. Contact your account manager at 443.524.8100 to find out size, delivery and quantity specifications.

Rates are gross. Payment in advance is required by out-of-state customers and for ads under \$500. Credit checks are required for ads over \$5,000. We accept Visa/MC/AMEX.

**Add online advertising to your print contract and qualify for a multimedia discount.**