

THE DAILY RECORD 2020 Print Advertising Rates



| SIZE | W X H | 1 DAY | 1 WK | 6 WK | 13 WK | 26 WK | 52 WK |
|-----------------|----------------|---------|---------|---------|---------|---------|---------|
| Full | 10" x 15.65" | \$2,814 | \$4,234 | \$3,380 | \$2,698 | \$1,804 | \$1,206 |
| 3/4 Horizontal | 10" x 11.96" | \$2,588 | \$3,810 | \$3,048 | \$2,437 | \$1,622 | \$1,123 |
| Junior | 7.46" x 11.96" | \$2,438 | \$3,608 | \$2,923 | \$2,337 | \$1,557 | \$1,046 |
| 1/2 Horizontal | 10" x 7.92" | \$2,286 | \$3,428 | \$2,743 | \$2,186 | \$1,458 | \$976 |
| 1/2 Vertical | 4.92" x 15.65" | \$2,286 | \$3,428 | \$2,743 | \$2,186 | \$1,458 | \$976 |
| 1/4 Square | 4.92" x 7.92" | \$1,486 | \$2,189 | \$1,841 | \$1,428 | \$945 | \$626 |
| 1/4 Horizontal | 10" x 3.88" | \$1,486 | \$2,189 | \$1,841 | \$1,428 | \$945 | \$626 |
| 1/4 Vertical | 2.38" x 15.65" | \$1,486 | \$2,189 | \$1,841 | \$1,428 | \$945 | \$626 |
| 3/16 Square | 4.92" x 5.20" | \$1,231 | \$1,845 | \$1,484 | \$1,170 | \$783 | \$515 |
| 1/8 Square | 4.92" x 3.88" | \$983 | \$1,363 | \$1,080 | \$860 | \$573 | \$376 |
| 1/8 Vertical | 2.38" x 7.92" | \$983 | \$1,363 | \$1,080 | \$860 | \$573 | \$376 |
| 1/16 Horizontal | 4.92" x 1.85" | \$558 | \$828 | \$660 | \$529 | \$351 | \$222 |
| 1/16 Vertical | 2.38" x 3.88" | \$558 | \$828 | \$660 | \$529 | \$351 | \$222 |

Premium Positions

| | | | | | | | |
|---------------------|-------------|---------|---------|---------|---------|---------|---------|
| Front Page Strip | 10" x 2" | \$1,672 | \$2,088 | \$1,672 | \$1,462 | \$1,241 | \$1,040 |
| Double Truck Banner | 21" x 3.88" | \$2,748 | \$4,067 | \$3,296 | \$2,625 | \$1,754 | \$1,210 |

* Rates are per day or week. Same ad must run each day of the week on 5 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 net. 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 | \$167 | \$152 | \$89 |
| 3–10 Pages | \$152 | \$131 | \$103 |
| 11–20 Pages | \$160 | \$143 | \$119 |

Rates are per 1,000 inserts.