

# LOCAL RETAIL RATES (NET)

## ROP Rates

The Examiner delivers two print audience channels: home-delivery and single-copy. These channels can be purchased in combination or separately.

Dollar Volume	Home & Street Edition		Street Edition	
	Sunday	Thursday	Wednesday & Friday	Monday & Tuesday
Open	\$94.61	\$111.24	\$51.64	\$42.71
\$5,000	\$73.78	\$86.76	\$40.28	\$33.31
\$25,000	\$68.11	\$80.08	\$37.17	\$30.75
\$50,000	\$66.22	\$77.87	\$36.14	\$29.89
\$75,000	\$64.33	\$75.65	\$35.12	\$29.03
\$150,000	\$60.56	\$71.19	\$33.05	\$27.33

For annual programs larger than \$250,000, please consult your Account Executive.

2010 CAC Fall Audit - Updated 1/1/11

## Advertising Positions, Adjacencies, and Color

	Sunday	Thursday	Wed & Fri	Mon & Tues
<b>Front Page Strip</b> (52x)	\$1,675	\$1,876	\$896	\$676
<b>Page 1 – Sky Box</b>	\$620	\$758	\$314	\$255
<b>Page 2 – 4 x 1.25</b> (26x)	\$795	\$918	\$508	\$382
(52x)	\$716	\$810	\$321	\$245
<b>Feature Pages – 5x2</b> (26x)	\$1,127	\$1,276	\$602	\$522
(52x)	\$949	\$1,072	\$507	\$441
<b>Pop Up Ads</b> (1x)	\$4,421	\$5,119	\$2,890	\$2,526
(Limited Availability) (13x)	\$4,112	\$4,858	\$2,688	\$2,349

### Color Charges

	SUN/THURS	M,T,W,F
Full Page	\$995	\$495
Per Inch	\$22.00	\$11.00

**Advocacy rate: \$7,391 - Full page, full color - Everyday**

**Premium position charges 25%**

**Premium positions are subject to availability (Page 3, Back Page, Op-ed, Section Pages)**

Ask your account executive about special placement opportunities.

## Preprinted Insert Rates

Rate per 1,000 pieces*	Drop Days: Thursday and Sunday					
	Open	3x	6x	13x	26x	52x
<b>Single-sheet</b>	\$33	\$32	\$31	\$30	\$29	\$28
<b>4-8 Pages</b>	\$39	\$38	\$37	\$36	\$35	\$34
<b>12-28 Pages</b>	\$41	\$40	\$39	\$38	\$37	\$36
<b>32-56 Pages</b>	\$43	\$42	\$41	\$40	\$39	\$38

\*Minimum Quantity: 25,000 Multi-option Print & Deliver prices available

Over 56 pages call publisher

\$50,000 volume level, charity rates

Ads larger than 9.5" deep will be charged for the full depth of 11.5"