



# THE EXAMINER

EASTERN JACKSON COUNTY'S DAILY NEWS SOURCE

## Frequency Advantage RATE CARD\*

### TOTAL COST PER ALL ADS

Annual Dollar Volume	New One Time	New Two Times	New Three Times	New Four Times
\$25,000	\$10.86	\$13.03	\$14.98	\$17.23
\$20,000	\$11.04	\$13.25	\$15.24	\$17.52
\$15,000	\$11.50	\$13.80	\$15.87	\$18.25
\$10,000	\$11.82	\$14.18	\$16.31	\$18.76
\$ 7,500	\$11.95	\$14.34	\$16.49	\$18.96
\$ 5,000	\$12.51	\$15.01	\$17.27	\$19.86
\$ 2,500	\$13.85	\$16.62	\$19.11	\$21.97
\$ 1,000	\$15.19	\$18.23	\$20.96	\$24.11
\$ 500	\$15.50	\$18.60	\$21.39	\$24.60
Open Rate	\$24.00	\$28.80	\$34.56	\$41.47

**Color Charge:** One Color **\$75.00**, Four Color **\$125.00**

### RATE PER INSERTION

Annual Dollar Volume	New Two Times	New Three Times	New Four Times
\$25,000	\$6.51	\$4.99	\$4.31
\$20,000	\$6.62	\$5.08	\$4.38
\$15,000	\$6.90	\$5.29	\$4.56
\$10,000	\$7.09	\$5.44	\$4.69
\$ 7,500	\$7.17	\$5.50	\$4.74
\$ 5,000	\$7.51	\$5.76	\$4.96
\$ 2,500	\$8.31	\$6.37	\$5.49
\$ 1,000	\$9.11	\$6.99	\$6.03
\$ 500	\$9.30	\$7.13	\$6.15
Open Rate	\$14.40	\$11.52	\$10.37

\*All rates require a revenue contract equal to or greater than what was spent with the Examiner over the last 12 months.

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