



**AUTONET**

# 101 AUTOMOTIVE ADVERTISING RATES



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## ● ANNUAL REVENUE CONTRACTS

Per Agate Line	Contract Rate	Lineage Equivalent (000's)
Open Rate.....	\$2.17 .....	n/a
\$2,500.....	\$2.10 .....	1,201
\$10,000.....	\$1.92 .....	5,275
\$25,000.....	\$1.87 .....	13,557
\$50,000.....	\$1.82 .....	27,893
\$75,000.....	\$1.76 .....	43,078
\$100,000.....	\$1.72 .....	58,829
\$125,000.....	\$1.67 .....	75,835
\$150,000.....	\$1.63 .....	93,335
\$175,000.....	\$1.58 .....	112,497
\$200,000.....	\$1.53 .....	132,066
\$225,000.....	\$1.47 .....	153,806
\$250,000.....	\$1.43 .....	175,849
\$275,000.....	\$1.38 .....	200,706
\$300,000.....	\$1.34 .....	225,741

## ● COLOUR ADVERTISING (ADD)

BW + 1 .....	\$303
BW + 2.....	\$503
Process .....	\$712

**Effective December 28, 2014**