



2015 CAREERS ADVERTISING RATES



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ANNUAL REVENUE CONTRACTS

(Per Agate Line)	Sunday		Lineage Equivalent (000's)
	NET	GROSS	
Open Rate.....	\$5.73	\$6.74	n/a
\$2,500.....	\$4.90	\$5.76	510
\$5,000.....	\$4.67	\$5.48	1,071
\$10,000.....	\$4.38	\$5.16	2,284
\$15,000.....	\$4.22	\$4.97	3,551
\$25,000.....	\$4.08	\$4.79	6,128
\$35,000.....	\$4.01	\$4.71	8,734
\$50,000.....	\$3.96	\$4.65	12,639
\$100,000.....	\$3.91	\$4.60	25,544
\$150,000.....	\$3.79	\$4.47	39,566
\$200,000.....	\$3.73	\$4.39	53,629

COLOUR ADVERTISING (ADD)

All Local	Mon-Thurs	Fri, Sat & Sun
BW + 1	\$1,159	\$1,729
BW + 2	\$1,738	\$2,318
Process	\$2,318	\$3,476

EARLUGS

All Local	Mon-Thurs	Fri, Sat & Sun
13x.....	\$309	\$363
26x.....	\$262	\$355
52x.....	\$193	\$260

BANNER

All Local	Mon-Thurs	Fri, Sat & Sun
13x.....	\$899	\$1,216
26x.....	\$743	\$1,001
52x.....	\$588	\$795

Effective December 28, 2014