

Pub Codes	Newspapers	Distribution	OPEN	6x	13x	26x	50x
2852	Skywrighter	19,700	\$22.30	\$19.20	\$18.00	\$16.00	\$14.90
220daily	Combined (Gazette News Current/Fairborn Daily Herald) Dailies	7,500	\$13.00	\$11.70	\$11.05	\$9.75	\$9.10
2201	Gazette News-Current	5,500	\$11.00	\$10.40	\$9.00	\$9.30	\$9.00
2206	Fairborn Daily Herald	2,000	\$9.00	\$8.40	\$8.00	\$7.30	\$7.00
2804	Huber Heights Courier	8,250	\$8.20	\$7.50	\$7.00	\$6.20	\$5.80
2816	Beavercreek News Current	3,320	\$7.00	\$6.40	\$6.00	\$5.30	\$5.00
2811	Kettering-Oakwood Times	12,447	\$13.00	\$11.70	\$11.05	\$9.75	\$9.10
2810	Centerville- Washington Township Times	9,693	\$9.45	\$8.50	\$8.00	\$7.10	\$6.60
2802	Englewood Independent	6,000	\$7.00	\$6.40	\$6.00	\$5.30	\$5.00
2807	Vandalia Drummer News	4,000	\$7.00	\$6.40	\$6.00	\$5.30	\$5.00
2818	Sunday Record Herald	3,200	\$7.00	\$6.40	\$6.00	\$5.30	\$5.00
2812	Springboro Sun	2,648	\$5.00	\$4.50	\$4.25	\$3.75	\$3.50
2205	Greene County Shopper/Fairborn Herald Plus	2,650	\$4.00	\$3.50	\$3.25	\$2.75	\$2.50
2202	Bellbrook Times	2,674	\$5.00	\$4.50	\$4.25	\$3.75	\$3.50
Total Open Rate							

4 consecutive weeks (must be same ad-no changes)	10%
6 consecutive weeks (must be same ad-no changes)	15%
TOTAL OPEN RATE (MINUS CONSECUTIVE DISCOUNT)	

Ad Size Discount	
15.0" - 29.5"	0%
30.0" - 60.0"	-5%
60.0" Plus	-10%
Full Pages Plus (126")	-15%
Net Rate	-25%

Multi Market Discount	
buy any 1	0%
buy any 2	-5%
buy any 3	-10%
buy any 4	-15%
buy any 5	-20%
buy any 6	-25%
buy any 7	-30%
buy any 8	-35%
buy any 9	-40%
buy any 10	-45%
buy any 11	-50%
buy any 12	-55%
Net Rate	

Color	Spot	Process
buy any 1	\$2.50	\$4.00
buy any 2	\$4.80	\$7.75
buy any 3	\$6.90	\$11.20
buy any 4	\$8.80	\$14.25
buy any 5	\$10.50	\$17.00
buy any 6	\$12.00	\$19.45
buy any 7	\$13.30	\$21.55
buy any 8	\$14.40	\$23.35
buy any 9	\$15.30	\$24.80
buy any 10	\$16.00	\$25.90
buy any 11	\$16.50	\$26.75
buy any 12	\$16.80	\$27.25

TOTAL NET RATE	
SIZE OF AD (# of inches)	
AD COST (# of inches x rate)	
PLUS COLOR	
TOTAL AD COST	
FREQUENCY	
TOTAL AD COST	

Newspapers	Less Than 31.5"	31.5" - 62.5"	63" - 125"	126"
Combined (Gazette News Current/Fairborn Daily Herald) Dailies	\$3.00	\$5.00	\$8.00	\$10.00
Gazette News-Current	\$3.00	\$5.00	\$8.00	\$10.00
Fairborn Daily Herald	\$3.00	\$5.00	\$8.00	\$10.00
Huber Heights Courier	\$3.00	\$5.00	\$8.00	\$10.00
Beavercreek News Current	\$3.00	\$5.00	\$8.00	\$10.00
Kettering-Oakwood Times	\$3.00	\$5.00	\$8.00	\$10.00
Centerville Times	\$3.00	\$5.00	\$8.00	\$10.00
Englewood Independent	\$3.00	\$5.00	\$8.00	\$10.00
Vandalia Drummer News	\$3.00	\$5.00	\$8.00	\$10.00
Sunday Record Herald	\$3.00	\$5.00	\$8.00	\$10.00
Springboro Sun	\$3.00	\$5.00	\$8.00	\$10.00
Greene County Shopper/Fairborn Herald Plus	\$3.00	\$5.00	\$8.00	\$10.00
Bellbrook Times	\$3.00	\$5.00	\$8.00	\$10.00
	Less Than 20.5"	20.5" - 40"	42.25" - 82"	82.5"
Skywrighter	\$3.00	\$5.00	\$8.00	\$10.00

Better Ads Multi Newspaper Buys
Multiply the rate times the number of publications that the advertiser orders.
The maximum number of publications we will count is (3) three markets.

Grand Total for Campaign

Rates Effective 6-1-09