

# National Advertising Rates

## RATES ROP

<b>MON. - FRI.</b>	<b>SUNDAY</b>
<b>RATE PER INCH</b>	<b>RATE PER INCH</b>
<b>24.60</b>	<b>28.80</b>

Pages	Discount	Discounted Rate	Total Inches
6	10%	\$18.27 Daily \$19.62 Sunday	774

## NEWS-ARGUS PREPRINT RATES

Up to 16 tab pages	\$77.55 per thousand
17 - 20 tab pages	\$89.15 per thousand
21 - 24 tab pages	\$93.20 per thousand
25 - 28 tab pages	\$96.10 per thousand
29 - 32 tab pages	\$99.55 per thousand

## NATIONAL CLASSIFIED RATES

Rates are commissionable at 15% to recognized advertising agencies.

<b>Classified: Line Ads</b>	<b>3-line minimum</b>	
Price per line:	Daily <b>\$2.19</b>	Sunday: <b>\$2.70</b>
<b>Display</b>	<b>2" minimum</b>	
Price per inch:	Daily: <b>\$17.34</b>	Sunday: <b>\$19.27</b>
<b>Employment Line Ads</b>	<b>3-line minimum</b>	
Price per line:	Daily: <b>\$2.60</b>	Sunday: <b>\$3.23</b>
<b>Display</b>	<b>2" minimum</b>	
Price per Inch:	Daily: <b>\$20.33</b>	Sunday: <b>\$22.67</b>

## COLOR RATES AND DATA

Single process, one, two or three color advertisements accepted daily and Sunday, subject to availabilities and mechanical limitations.

	<u>DAILY</u>	<u>SUNDAY</u>
<b>Black plus one color</b>	<b>\$295.00</b>	<b>\$305.00</b>
<b>Black plus two colors</b>	<b>\$410.00</b>	<b>\$425.00</b>
<b>Black plus three colors</b>	<b>\$495.00</b>	<b>\$515.00</b>

Ad Litho colors

## TV SHOWTIME

TV listings magazine inserted in the News-Argus each Friday

<b>ROP Rate</b>	<b>\$26.75 per column inch</b>
<b>Color</b>	<b>\$ 2.50 per inch per color</b>

## THE EXTRA

Our weekly TMC product mailed each week to over 33,000 non-subscriber News-Argus households.

<b>ROP Rate</b>	<b>\$10.50 per column inch</b>
<b>Classified Line Ads</b>	3-line minimum
Price per line:	<b>\$2.12</b>
<b>Employment Line Ads</b>	3-line minimum
Price per line:	<b>\$3.71</b>

Consult your classified advertising sales representative for national classified and employment display advertising pricing.

## WRIGHT TIMES - National

The official Air Force Newspaper for Seymour Johnson Air Force Base.

Deadline is 3 PM Monday.

Circulation: 5,400

Expanded circulation, including News-Argus, for annual Open House issue: add News-Argus and Wright Times rates.

- Wright Times **\$9.50 per col. inch**
- Classified Line Ad Rates  
3 line minimum **\$2.12 per line**
- Classified Employment Ad Rates  
3 line minimum **\$3.71 per line**
- Wright Times Preprints  
Up to 16 tab pages **\$76.50 per thousand**

**Color Rates:** Minimum ad size 1/4 page

<b>Black &amp; one color</b>	<b>\$170.00</b>
<b>Back &amp; two colors</b>	<b>\$215.00</b>
<b>Black &amp; three colors</b>	<b>\$285.00</b>

The Wright Times is a broadsheet publication. Page size and column widths are the same as News-Argus sizes shown in Mechanical Specifications on page 9. Minimum and size is 3 column inches.

## NEWS-ARGUS SPECIAL PAGES/FEATURES

- Best Food Day - Wednesday**
- Church Page - Friday**
- TV Showtime Section - Friday**
- Health Page - Thursday**
- Military Page - Sunday**
- Feature Section - Sunday**
- Real Estate Update Tab - Sunday**
- NASCAR Page - Thursday**
- Farm News - Wednesday**
- Business News - Daily**
- Entertainment Page - Daily**
- Travel - Sunday**
- Auto Review - Sunday**

## PLACEMENT INFORMATION

- Guaranteed placement available with minimum ad size of 33 column inches and 25% premium
- Credit will not be issued for positioning or replacement of ad.

## CIRCULATION

ABC audited  
Monday through Friday PM • Sunday AM

Paper is not published July 4th and Christmas Day unless they fall on a Sunday.

**ONLINE ADVERTISING AVAILABLE**  
[www.NewsArgus.com](http://www.NewsArgus.com)