RETAIL DISPLAY RATES

Open Rate — Daily $25.05 per inch; Sunday $26.55 per inch

Church/Charity Rate — Daily $16.95 per inch; Sunday $17.95 per inch

Annual Bulk Space Rates (non-commissionable net)

Inches Per Year	Daily Rate Per Inch	Daily Times Leader & Times Weekly Combo Rates	Sunday Contract Rates	Sunday Times Leader & Times Weekly Combo Rates
75	$16.94	$22.08	$17.95	$23.09
125	$16.34	$21.48	$17.29	$22.43
250	$15.77	$20.91	$16.68	$21.82
500	$15.50	$20.64	$16.45	$21.58
1,000	$15.04	$20.17	$16.00	$21.14
2,000	$14.84	$19.97	$15.77	$20.91
3,000	$14.48	$19.61	$15.32	$20.46
4,000	$14.17	$19.31	$15.03	$20.16
6,000	$13.83	$18.97	$14.65	$19.78
8,000	$13.46	$18.60	$14.28	$19.41
10,000	$13.30	$18.44	$14.09	$19.22
15,000	$13.14	$18.28	$13.38	$18.51

Best investment is The Times Leader and Times Weekly combo by reaching over 27,896 households.

CLASSIFIED RATES

Minimum 3 Lines Per Day

Line Contract Rates — Daily $1.47 Per Line/$17.64 Per Inch

Open Space Rate — Sunday $1.55 Per Line/$18.60 Per Inch

Contract Duration	Lines	Daily Cost Per Line	Daily Cost Per Inch	Sunday Cost Per Line	Sunday Cost Per Inch
12 Months	3	$0.95	$11.40	$1.03	$12.36
12 Months	6	$0.94	$11.28	$1.02	$12.24
12 Months	9	$0.93	$11.16	$1.01	$12.12
6 Months	3	$1.00	$12.00	$1.05	$12.60
3 Months	3	$1.02	$12.24	$1.07	$12.84

NOTE: Any classified rate holder will be honored as an earned rate contract when utilizing display image.

ANNUAL BULK CONTRACTS

Lines	Daily Cost Per Line	Sunday Cost Per Line	Inches	Daily Cost Per Inch	Sunday Cost Per Inch
2,500	$0.96	$1.04	208	$11.52	$12.48
5,000	$0.94	$1.03	417	$11.28	$12.36
10,000	$0.92	$1.00	833	$11.04	$12.00
20,000	$0.89	$0.93	1,667	$10.68	$11.16
30,000	$0.87	$0.92	2,500	$10.44	$11.04
40,000	$0.84	$0.90	3,333	$10.08	$10.80
50,000	$0.83	$0.89	4,167	$ 9.96	$10.68
60,000	$0.81	$0.85	5,000	$ 9.72	$10.20
80,000	$0.78	$0.83	6,667	$ 9.36	$ 9.96
100,000	$0.77	$0.82	10,000	$ 9.24	$ 9.84

COLOR ADVERTISING

	OPEN	13X	26X	52X
1 Color	$128	$ 97	$ 82	$ 67
2 Color	$199	$118	$102	$ 87
Process	$260	$138	$123	$108

Color contracts available. Call Advertising for more information.

PICK-UP PROGRAM

25% repeat discount applies to any ad which is published for a second run and **50%** to any ad which is published a third time within 6 days of the original publication. Ads must be scheduled on one insertion order with no copy changes.

FLEX PLAN

Our Flex Plan is a frequency plan that covers a 7 day time period. Easy to use, it offers flexibility, size and a budget to fit your advertising needs. Available in both retail display and automotive/classified display bundles, pricing includes 3 days of print, 7 days online and publication in the Times Weekly.

Retail Flex Rates	Ad Size	Total Cost Black & White	Total Cost Color
	6	$163.28	$ 358.28
	8	$217.70	$ 412.70
	10	$272.13	$ 467.13
	12	$326.55	$ 521.55
	14	$380.98	$ 575.98
	16	$435.40	$ 630.40
	18	$489.83	$ 684.83
	20	$544.25	$ 739.25
	22	$598.68	$ 793.68
	24	$653.10	$ 848.10
	26	$707.52	$ 902.52
	28	$761.95	$ 956.95
	30	$816.38	$1,011.38

Call advertising for more information.

Automotive/Classified Flex Rates	Ad Size	Total Cost Black & White	Total Cost Color
	6	$113.63	$308.63
	8	$151.50	$346.50
	10	$189.38	$384.38
	12	$227.25	$422.25
	14	$265.12	$460.12
	16	$303.01	$498.01
	18	$340.88	$535.88
	20	$378.75	$573.75
	22	$416.63	$611.63
	24	$454.50	$649.50
	26	$492.38	$687.38
	28	$530.25	$725.25
	30	$568.13	$763.13

Call advertising for more information.

Why newspapers? Consider the facts ...

EXTENSIVE COVERAGE DELIVERS YOU THE LARGEST POTENTIAL CUSTOMER BASE.

In a fragmented world of media and advertising options, newspapers - print and digital - still deliver a large, reliable and desirable shopping audience.

NEWSPAPERS DELIVER YOU MORE AFFLUENT AND EDUCATED CUSTOMERS.

Buying power generally rises among consumers with higher household incomes, higher levels of education and more job responsibility.

Source: Newspaper Association of America 2012