

retail & classified combo rate

RETAIL OPEN COMBO RATES

Full-Run ROP/Monthly Open Rate. Applies to advertising space in full run Daily or Sunday ROP.

	<u>Daily Per Inch</u>	<u>Sunday Per Inch</u>
Open	\$46.38	\$54.67

RETAIL CONTRACT COMBO RATES

Full-Run ROP/Annual Contract Rates. Applies to advertising space in full run Daily or Sunday ROP. Annual contract rates are available to advertisers committing to ROP column inch levels in the *Longview News-Journal* and *The Marshall News Messenger*.

<u>Annual Inches</u>	<u>Daily Rate</u>	<u>Sunday Rate</u>
175	\$32.12	\$37.01
325	\$30.95	\$35.79
650	\$29.80	\$33.77
1,000	\$29.28	\$32.94
1,600	\$28.52	\$32.23
2,300	\$28.19	\$31.64
3,000	\$27.87	\$31.25
5,000	\$27.48	\$30.42
7,000	\$27.01	\$30.06
8,500	\$26.69	\$29.74
10,000	\$26.02	\$29.39
15,000	\$25.56	\$28.78
20,000	\$25.08	\$28.12
25,000	\$24.61	\$26.75
45,000	\$23.20	\$25.56

To qualify for Combo Rates, ads in both papers must be same ad, same size, same day.

RETAIL NATIONAL RATES

<u>Column Inches Per Month</u>	<u>Daily Per Inch</u>	<u>Sunday Per Inch</u>
OPEN	\$71.34	\$97.08
64-126	\$70.56	\$96.18
127-5000	\$69.87	\$95.25
501-1200	\$69.04	\$94.21
1201-3200	\$68.21	\$93.17
3201+	\$67.39	\$92.15

LONGVIEW

News-Journal

We deliver. Every day.

COLOR RATES

Black & 1 color	\$441
Black & 2 colors	\$530
Black & 3 colors	\$790

CLASSIFIED OPEN COMBO RATES

Full-Run Classified Open Rates. Applies to all local, non-employment commercial space in full-run Daily or Sunday Classified sections.

<u>Column Inches</u>	<u>Daily Per Inch</u>	<u>Sunday Per Inch</u>
OPEN	\$32.81	\$37.21

CLASSIFIED CONTRACT COMBO RATES

Full-Run Classified/Annual Contract Rates. Applies to advertising space in full run Daily or Sunday Classified sections of the *Longview News-Journal* and *The Marshall News Messenger*.

<u>Annual Inches</u>	<u>Daily Rate</u>	<u>Sunday Rate</u>
200	\$28.05	\$31.05
400	\$26.34	\$29.06
600	\$22.69	\$24.90
1200	\$21.86	\$24.23
2100	\$21.48	\$23.85
3000	\$21.11	\$23.49
4,200	\$20.48	\$23.07
6,000	\$19.82	\$22.44
8,000	\$19.55	\$22.15
10,000	\$19.27	\$21.80
15,000	\$18.76	\$21.21
18,000	\$18.23	\$20.60

CLASSIFIED NATIONAL RATES

	<u>Daily</u>	<u>Sunday</u>
Per Column Inch	\$51.99	\$59.10

Per Inch/per day rates. Includes the *Longview News-Journal* and *The Marshall News Messenger*.

For Employment, Business Opportunity and additional category rates, contact your sales representative.

