

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	\$43.67	\$51.36

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	\$31.07	\$35.78
325	\$29.95	\$34.62
650	\$28.82	\$32.65
1,000	\$28.32	\$31.86
1,600	\$27.59	\$31.18
2,300	\$27.28	\$30.61
3,000	\$26.96	\$30.23
5,000	\$26.58	\$29.42
7,000	\$26.13	\$29.08
8,500	\$25.81	\$28.76
10,000	\$25.17	\$28.42
15,000	\$24.73	\$27.85
20,000	\$24.26	\$27.19
25,000	\$23.81	\$25.86
45,000	\$22.44	\$24.51

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	\$66.51	\$90.51
64-126	\$65.79	\$89.67
127-5000	\$65.14	\$88.81
501-1200	\$64.37	\$87.82
1201-3200	\$63.60	\$86.86
3201+	\$62.83	\$85.91

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	\$31.21	\$35.39

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	\$25.99	\$28.77
400	\$24.40	\$26.94
600	\$21.04	\$23.08
1200	\$20.25	\$22.45
2100	\$19.91	\$22.12
3000	\$19.57	\$21.77
4,200	\$18.98	\$21.37
6,000	\$18.37	\$20.78
8,000	\$18.12	\$20.53
10,000	\$17.86	\$20.20
15,000	\$17.39	\$19.64
18,000	\$16.90	\$19.09

CLASSIFIED NATIONAL RATES

	<u>Daily</u>	<u>Sunday</u>
Per Column Inch	\$50.58	\$57.48

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.

