

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	\$44.71	\$52.67

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	\$32.02	\$36.88
325	\$30.86	\$35.68
650	\$29.71	\$33.66
1,000	\$29.19	\$32.84
1,600	\$28.44	\$32.14
2,300	\$28.11	\$31.55
3,000	\$27.79	\$31.16
5,000	\$27.40	\$30.33
7,000	\$26.93	\$29.97
8,500	\$26.60	\$29.65
10,000	\$25.94	\$29.30
15,000	\$25.49	\$28.70
20,000	\$25.01	\$28.03
25,000	\$24.54	\$26.66
45,000	\$23.13	\$25.26

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	\$68.54	\$93.27
64-126	\$67.80	\$91.59
127-5000	\$67.13	\$90.74
501-1200	\$66.33	\$89.87
1201-3200	\$65.53	\$88.87
3201+	\$64.74	\$87.89

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	\$32.17	\$36.48

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	\$26.79	\$29.65
400	\$25.16	\$27.77
600	\$21.68	\$23.78
1200	\$20.88	\$23.14
2100	\$20.52	\$22.79
3000	\$20.17	\$22.43
4,200	\$19.56	\$22.03
6,000	\$18.94	\$21.42
8,000	\$18.67	\$21.16
10,000	\$18.41	\$20.82
15,000	\$17.92	\$20.25
18,000	\$17.41	\$19.68

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.

