

# THE SUN

## 2011 Display Frequency Rates - Standard Ad Sizes

Category: Retail

### Annual Commitment (# of Weeks, 1 Insertion)

Standard Sizes	Inches	Dimensions	Open	4x	13x	26x	39x	52x
1/24	5.25	2col x 2.625"	\$ 226	\$ 203	\$ 181	\$ 169	\$ 147	\$ 113
1/18	7.00	2col x 3.50"	\$ 301	\$ 271	\$ 241	\$ 226	\$ 196	\$ 151
1/12	10.50	2colx5.25" / 3colx3.50"	\$ 452	\$ 406	\$ 361	\$ 339	\$ 293	\$ 226
1/9	14.00	2col x 7.00"	\$ 602	\$ 542	\$ 482	\$ 452	\$ 391	\$ 301
1/8	15.75	3col x 5.25"	\$ 677	\$ 610	\$ 542	\$ 508	\$ 440	\$ 339
1/6	21.00	2colx10.50" / 3colx7.50"	\$ 903	\$ 813	\$ 722	\$ 677	\$ 587	\$ 452
1/5	28.00	4col x 7.00"	\$ 1,204	\$ 1,084	\$ 963	\$ 903	\$ 783	\$ 602
1/4	31.50	3colx10.50" / 6colx5.25"	\$ 1,355	\$ 1,219	\$ 1,084	\$ 1,016	\$ 880	\$ 677
1/3	42.00	2col x 21.00"	\$ 1,806	\$ 1,625	\$ 1,445	\$ 1,355	\$ 1,174	\$ 903
1/2	63.00	6colx10.50" / 3colx21.00"	\$ 2,709	\$ 2,438	\$ 2,167	\$ 2,032	\$ 1,761	\$ 1,355
2/3	84.00	4col x 21.00"	\$ 3,612	\$ 3,251	\$ 2,890	\$ 2,655	\$ 2,301	\$ 1,770
3/4	94.50	6col x 15.75"	\$ 4,064	\$ 3,657	\$ 3,251	\$ 2,956	\$ 2,562	\$ 1,971
Full Page	126.00	6col x 21.00"	\$ 5,418	\$ 4,876	\$ 4,334	\$ 3,901	\$ 3,381	\$ 2,601
PCI for Non-Standard Ad Sizes			\$ 43.00	\$ 38.70	\$ 34.40	\$ 32.25	\$ 27.95	\$ 21.50

#### PREMIUM POSITIONS

Page 2	25%
Front Page Strips	50%
Integrated ads	50%
Guaranteed Positions*	10%

\* Based on Availability

#### COLOR

<u>Spot</u>	<u>Processed</u>
\$150	\$475

#### REPEAT DISCOUNT PROGRAM (within the same week)

2nd Insertion	30%
3rd Insertion	40%
4th Insertion	60%
Ad(s) must run within 7 days of first run	
- Ads must be the same size	
- Ads must contain the same copy with minor changes	
- Ads may run in any ROP section	
- Ads may not be combined with any other discount program	

#### MULTIPLE PUBLICATION DISCOUNTS:

Receive 25% off open rate of any additional Media One New England Publications(s). Same ad(s) must run within 6 days of first run.

#### RATES FOR NON-PROFIT ADVERTISERS 26x

Must have current and verifiable non-profit status

#### POLITICAL RATES 26x

Ads must be paid in advance and approved by Publisher

\*Minimum ad size is 3"

All rates are Net and subject to change.