

# THE VALLEY DISPATCH

## 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
1/8	6.50	2col x 3.25"	\$ 78	\$ 70	\$ 62	\$ 55	\$ 47	\$ 39
1/6	8.75	2colx4.35" / 3colx2.92"	\$ 105	\$ 95	\$ 84	\$ 74	\$ 63	\$ 53
1/4	13.00	2colx6.50" / 5colx2.6"	\$ 156	\$ 140	\$ 125	\$ 109	\$ 94	\$ 78
1/3	17.50	2col x 8.75"	\$ 210	\$ 189	\$ 168	\$ 147	\$ 126	\$ 105
1/2	26.25	5col x 5.25"	\$ 315	\$ 284	\$ 252	\$ 221	\$ 189	\$ 158
3/4	39.35	5col x 7.87"	\$ 472	\$ 425	\$ 378	\$ 321	\$ 275	\$ 229
Full Page	52.50	5col x 10.50"	\$ 630	\$ 567	\$ 504	\$ 423	\$ 363	\$ 302
PCI for Non-Standard Ad Sizes			\$ 12.00	\$ 10.80	\$ 9.60	\$ 8.40	\$ 7.20	\$ 6.00

#### PREMIUM POSITIONS

Front Page Strips	\$368.50
Skybox	\$355.00
Integrated ads	50%
Guaranteed Positions*	10%

\* Based on Availability

#### COLOR

<u>Spot</u>	<u>Processed</u>
\$150	\$275

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

2nd Insertion	30%
3rd Insertion	40%
4th Insertion	60%
Ad(s) must run within same issue	
- 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.