

2010 THE Mecklenburg TIMES

Advertising Rate Card

DISPLAY ADVERTISING RATES

	104x*	52x*	26x*	18x*	13x*	6x*	open
Full	\$638	\$1,275	\$1,530	\$1,785	\$2,040	\$2,295	\$2,550
Island	\$400	\$800	\$960	\$1,120	\$1,280	\$1,440	\$1,600
Half Page	\$363	\$725	\$870	\$1,015	\$1,160	\$1,305	\$1,450
Quarter Page	\$200	\$400	\$480	\$560	\$640	\$720	\$800
Eighth Page	\$125	\$250	\$300	\$350	\$400	\$450	\$500

*All rates are per insertion and frequency contracts must be fulfilled within 12 months of insertion.

PROFESSIONAL ANNOUNCEMENTS

	4x	3x	2x	1x
Full	\$1,275	\$1,530	\$2,040	\$2,295
Island	\$800	\$960	\$1,280	\$1,440
Half Page	\$725	\$870	\$1,160	\$1,305
Quarter Page	\$400	\$480	\$640	\$720

All rates are per insertion.

CLASSIFIED ADVERTISING RATES

	104x*	52x*	26x*	18x*	13x*	6x*	open
4col x 4"	\$63	\$125	\$150	\$175	\$200	\$225	\$250
4col x 2"	\$38	\$75	\$90	\$105	\$120	\$135	\$150
2 col x 4"	\$38	\$75	\$90	\$105	\$120	\$135	\$150
2 col x 2"	\$23	\$45	\$54	\$63	\$72	\$81	\$90

Line ads (3 line minimum) \$11 per line for all insertions

*All rates are per insertion and frequency contracts must be fulfilled within 12 months of insertion.

BANNER PAGES

Minimum 3 insertions

Premier Homes \$95
(3.25" x 3")

Business of Law Directory \$95

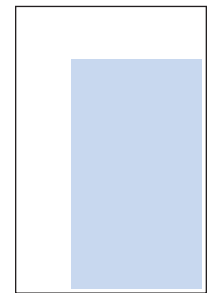
ADD COLOR

4-color \$350
Spot color \$150

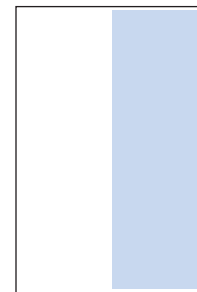
INSERTS \$500



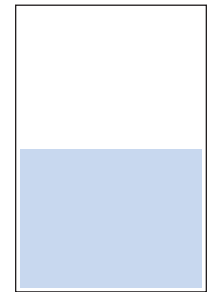
Full Page
10.5" x 13.75"



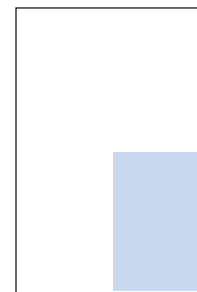
Island
7" x 10"



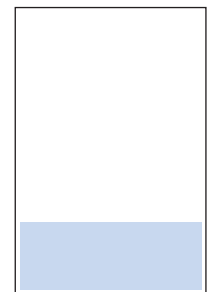
Half Page
5.187" x 13.75"



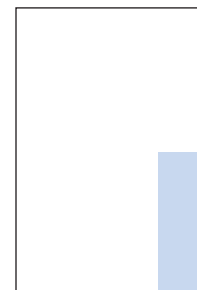
Half Page
10.5" x 6.75"



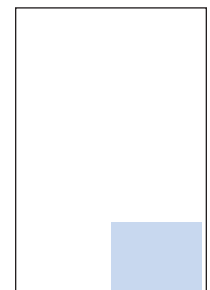
Quarter Page
5.187" x 6.75"



Quarter Page
10.5" x 3.32"



Eighth Page
2.531" x 6.75"



Eighth Page
5.187" x 3.32"