

## 2010 FREQUENCY CONTRACTS

Rate determined by the number of insertions within 12 months of first insertion

### Black & White inch rates, per insertion:

Ad size	1x	3x	6x	13x	19x	26x	32x
1-12"	\$149	\$144	\$136	\$126	\$122	\$117	\$112
12.25"+	\$144	\$138	\$129	\$122	\$117	\$113	\$107

**Color:** \$180 gross per standard color; \$450 gross 4 color process

**Agency Discount:** 15% discount given on gross billing for camera-ready/digital ad material

**Online ad:** Enhance your print ad with a simultaneous online Classified ad at [tirebusiness.com](http://tirebusiness.com). Call for rates.

**Blind Box Service Charge:** \$25 per insertion (if applicable)

**Deadline:** Fridays, 10 days prior to issue date

## Classified Column Widths

There are 6 columns on a classified page:

- 1 column = 1- 9/16" wide
- 2 columns = 3- 5/16" wide
- 3 columns = 5" wide
- 4 columns = 6- 3/4" wide
- 5 columns = 8- 1/2" wide
- 6 columns = 10- 3/16" wide

Ad depth measured to nearest 1/4"

**Contact:** Jennifer Hazen, Classified Sales Manager

### 9" 3 COLUMNS X 3" (5" wide x 3")

- 1x = \$1341
- 3x = \$1296
- 6x = \$1224
- 13x = \$1134
- 19x = \$1098
- 26x = \$1053
- 32x = \$1008

### 3" 2 COLUMNS X 1.5" (3-5/16" wide x 1.5")

- 1x = \$447
- 3x = \$432
- 6x = \$408
- 13x = \$378
- 19x = \$369
- 26x = \$351
- 32x = \$336

### 12" 3 COLUMNS X 4" (5" wide x 4")

- 1x = \$1788
- 3x = \$1728
- 6x = \$1632
- 13x = \$1512
- 19x = \$1464
- 26x = \$1404
- 32x = \$1344

### 6" 2 COLUMNS X 3" (3-5/16" wide x 3")

- 1x = \$894
- 3x = \$864
- 6x = \$816
- 13x = \$756
- 19x = \$732
- 26x = \$702
- 32x = \$672

### 1.5" 1 COLUMN X 1.5" (1-9/16" wide x 1.5")

- 1x = \$223.50
- 3x = \$216.00
- 6x = \$204.00
- 13x = \$189.00
- 19x = \$183.00
- 26x = \$174.50
- 32x = \$168.00

## 4" 2 COLUMNS X 2" (3-5/16" wide x 2")

1x = \$596	19x = \$488
3x = \$576	26x = \$468
6x = \$544	32x = \$448
13x = \$504	

## 2" 1 COLUMN X 2" (1-9/16" wide x 2")

1x = \$298
3x = \$288
6x = \$272
13x = \$252
19x = \$244
26x = \$234
32x = \$224

*Rates are  
 per ad  
 insertion*

*Call or email for Digital Ad Specs*

## 2" 2 COLUMNS X 1" (3-5/16" wide x 1")

1x = \$298	6x = \$272	19x = \$244
3x = \$288	13x = \$252	26x = \$234
		32x = \$224

## 18" 4 COLUMNS X 4.5" (6-3/4" wide x 4.5")

1x = \$2592	19x = \$2106
3x = \$2484	26x = \$2034
6x = \$2322	32x = \$1926
13x = \$2196	

## 8" 2 COLUMNS X 4" (3-5/16" wide x 4")

1x = \$1192	19x = \$976
3x = \$1152	26x = \$936
6x = \$1088	32x = \$896
13x = \$1008	

## 10" 2 COLUMNS X 5" (3-5/16" wide x 5")

1x = \$1490
3x = \$1440
6x = \$1360
13x = \$1260
19x = \$1220
26x = \$1170
32x = \$1120

## 2.5" 1 COLUMN X 2.5" (1-9/16" wide x 2.5")

1x = \$372.50
3x = \$360.00
6x = \$340.00
13x = \$315.00
19x = \$305.00
26x = \$292.50
32x = \$280.00

### *To figure the cost of your ad:*

- Multiply the number of columns wide x the number of inches deep (an ad 2 columns wide x 4" deep is 2 x 4 = 8 column inches).*
- Multiply the total column inches by the appropriate frequency rate (An 8 col.inch ad at the 6x frequency is 8 x \$136 = \$1088 ea.)*

## 1" 1 COLUMN X 1"

1x = \$149	19x = \$122
3x = \$144	26x = \$117
6x = \$136	32x = \$112