

## 2012 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"	\$153	\$148	\$140	\$130	\$125	\$120	\$115
12.25"+	\$148	\$142	\$133	\$125	\$120	\$116	\$110

**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

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

- 1x = \$1836
- 3x = \$1776
- 6x = \$1680
- 13x = \$1560
- 19x = \$1500
- 26x = \$1440
- 32x = \$1380

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

- 1x = \$918
- 3x = \$888
- 6x = \$840
- 13x = \$780
- 19x = \$750
- 26x = \$720
- 32x = \$690

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

- 1x = \$229.50
- 3x = \$222.00
- 6x = \$210.00
- 13x = \$195.00
- 19x = \$187.50
- 26x = \$180.00
- 32x = \$172.50

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

- 1x = \$1377
- 3x = \$1332
- 6x = \$1260
- 13x = \$1170
- 19x = \$1125
- 26x = \$1080
- 32x = \$1035

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

- 1x = \$459
- 3x = \$444
- 6x = \$420
- 13x = \$390
- 19x = \$375
- 26x = \$360
- 32x = \$345

## 4" 2 COLUMNS X 2"

(3-5/16" wide x 2")

1x = \$612    19x = \$500  
 3x = \$592    26x = \$480  
 6x = \$560    32x = \$460  
 13x = \$520

## 2" 1 COLUMN X 2"

(1-9/16" wide x 2")

1x = \$306  
 3x = \$296  
 6x = \$280  
 13x = \$260  
 19x = \$250  
 26x = \$240  
 32x = \$230

*Rates are  
 per ad  
 insertion*

*Call or email for Digital Ad Specs*

## 2" 2 COLUMNS X 1"

(3-5/16" wide x 1")

1x = \$306    6x = \$280    19x = \$250  
 3x = \$296    13x = \$260    26x = \$240  
 32x = \$230

## 18" 4 COLUMNS X 4.5"

(6-3/4" wide x 4.5")

1x = \$2664    19x = \$2160  
 3x = \$2556    26x = \$2088  
 6x = \$2394    32x = \$1980  
 13x = \$2250

## 8" 2 COLUMNS X 4"

(3-5/16" wide x 4")

1x = \$1224    19x = \$1000  
 3x = \$1184    26x = \$960  
 6x = \$1120    32x = \$920  
 13x = \$1040

## 10" 2 COLUMNS X 5"

(3-5/16" wide x 5")

1x = \$1528  
 3x = \$1480  
 6x = \$1400  
 13x = \$1300  
 19x = \$1250  
 26x = \$1200  
 32x = \$1150

## 2.5"

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

1x = \$382.50  
 3x = \$370.00  
 6x = \$350.00  
 13x = \$325.00  
 19x = \$312.50  
 26x = \$300.00  
 32x = \$287.50

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

- 1. 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).*
- 2. Multiply the total column inches by the appropriate frequency rate (An 8 col.inch ad at the 6x frequency is 8 x \$140 = \$1120 ea.)*

## 1" 1 COLUMN X 1"

13x = \$130  
 1x = \$153    19x = \$125  
 3x = \$148    26x = \$120  
 6x = \$140    32x = \$115