



2016 Volume Advertising Rates

Rates effective January 1, 2016 and include Today's Ad On-line

OPEN RATE:	\$13.30	FRONT PAGE:	\$1186
AUCTION RATE:	\$11.20	6 column x 16"	
		(INCLUDES FULL COLOR)	
INTRO RATE:	\$ 9.35	FRONT PAGE PREMIER AD:	\$131
FREQUENCY RATE:	\$10.08	LEFT OR RIGHT POSITION	
CHARITABLE RATE:	\$ 8.65	(BLACK & WHITE ONLY)	

ANNUAL DOLLAR VOLUME

COLUMN INCH RATE

	<u>Missouri Valley</u>				
	<u>Shopper</u>	<u>Broadcaster</u>	<u>Plain Talk</u>	<u>Norfolk</u>	<u>Albion</u>
Open Rate...	\$13.30	\$6.00	\$4.70	\$6.00	\$6.00
\$1,000 - \$1,999.....	\$11.80	\$6.00	\$4.70	\$6.00	\$6.00
\$2,000 - \$3,499.....	\$11.50	\$6.00	\$4.70	\$6.00	\$6.00
\$3,500 - \$4,999.....	\$11.10	\$6.00	\$4.70	\$6.00	\$6.00
\$5,000 - \$6,499.....	\$10.55	\$6.00	\$4.70	\$6.00	\$6.00
\$6,500 - \$7,999.....	\$10.22	\$6.00	\$4.70	\$6.00	\$6.00
\$8,000 - \$9,999.....	\$9.91	\$6.00	\$4.70	\$6.00	\$6.00
\$10,000 - \$12,499.....	\$9.59	\$6.00	\$4.70	\$6.00	\$6.00
\$12,500 - \$17,499.....	\$9.14	\$6.00	\$4.70	\$6.00	\$6.00
\$17,500 - \$24,999.....	\$8.89	\$6.00	\$4.70	\$6.00	\$6.00
\$25,000 - \$29,999.....	\$8.75	\$6.00	\$4.70	\$6.00	\$6.00
\$30,000 - \$34,999.....	\$8.66	\$6.00	\$4.70	\$6.00	\$6.00
\$35,000 - \$44,999.....	\$8.52	\$6.00	\$4.70	\$6.00	\$6.00
\$45,000 - \$49,999.....	\$8.35	\$6.00	\$4.70	\$6.00	\$6.00
Frequency ..	\$10.08	\$6.00	\$4.70	\$6.00	\$6.00
Auction	\$11.20	\$6.00	\$4.70	\$6.00	\$6.00

Broadcaster, Plain Talk, Norfolk, Albion are pick-up rates from Missouri Valley Shopper.

COLOR RATES:

Black plus one color (Cyan, magenta or yellow): \$2.00 per column inch (\$48 min/\$75 max)

Black plus two or more colors: \$4.00 per column inch (\$75 min*/\$175 max)

*Black plus two or more colors, ads 12" or smaller: \$50.00

COPY DEADLINES:

Display and Classified Advertising: Fridays at Noon