

2008 Advertising Rates

	Open Rate	4 Times	10 Times	16 Times	26 Times	Year round
	Frequency Discount	9% Discount	20% Discount	30% Discount	34%Discount	40% Discount
1 Paper	15.00	13.70	12.00	10.50	10.00	9.00
2 Papers	25.50	23.30	20.40	17.60	16.80	15.10
3 Papers	34.50	31.50	27.60	23.60	22.60	20.80
4 Papers	42.00	38.40	33.60	28.90	27.60	25.30
5 Papers	48.00	43.90	38.40	33.30	31.90	29.20
6 Papers	52.70	48.10	42.10	36.60	35.00	32.00
7 Papers	55.70	50.80	44.70	39.40	37.80	34.50
8 Papers	57.20	52.20	46.90	41.90	40.30	36.80
9 Papers	58.70	53.60	48.30	44.40	42.70	38.80
10 Papers	60.20	55.00	49.50	46.20	44.20	40.00
11 Papers	61.70	56.40	50.70	48.30	46.00	41.50
12 Papers	63.50	57.90	52.00	49.90	47.50	43.00

	1 paper	2 papers	3 papers	4 or more papers*
1 color	\$85.00	\$125.00	\$175.00	\$195.00
2 color	\$145.00	\$215.00	\$290.00	\$350.00
Full color	\$195.00	\$290.00	\$390.00	\$495.00

Rates by column inch, effective 1/08

Add Color...
For Greater Impact!

Target your area for distribution of **\$42** per thousand
your printed insert or circular.

see
specs on
page 4

Web Ads

Catamaran Media offers a unique position to target your market. With 12 papers online, we are able to offer you many advertising options. Priced affordably, these ads have an elite shelf life and a wide audience. Ask your sales rep for pricing and mechanical requirements.

www.ShoreNewsToday.com

THE CURRENT

SPACE DEADLINE FOR ALL PAPERS IS 4PM MONDAY

THE GAZETTE