

LOCAL ADVERTISING RATES

All Local advertising Rates are Net Rates
Effective March 30, 2007

<p style="text-align: center;">Cleveland – Northern Ohio 11800 Shaker Blvd, Cleveland, Ohio 44120 Phone: (216) 791-7600 Fax: (216) 588-6723</p>	<p style="text-align: center;">Columbus – Central Ohio P.O. Box 2286, Columbus, Ohio 43216 Phone: (614) 224-8123 Fax: (614) 224-8517</p>
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BROADSHEET <i>(RATES PER COLUMN INCH)</i>	CLEVELAND	COLUMBUS	CINCINNATI	ALL EDITIONS
Open Transient	37.38	25.88	15.61	65.49
Legal – Transient	26.07	17.88	13.16	53.11
Political (pre-paid only)	37.38	25.88	15.61	65.49
Classified Liners	18.88	12.46	9.47	38.07
Classified Display	32.16	22.24	13.42	63.07
Trade Barter	84.76	61.78	41.21	170.98
Inserts (Per Thousand)	70.00	60.00	54.00	52.00
<u>CONTRACT RATES</u>				
5 Consecutive Weeks	28.66	21.00	10.97	46.63
10 Consecutive Weeks	26.02	19.33	10.06	43.22
20 Consecutive Weeks	23.48	17.74	9.40	41.61
30 Consecutive Weeks	20.38	16.90	8.74	39.75
52 Consecutive Weeks	18.83	15.66	8.07	34.07

Buy an Ad in both the Call & Post and CP2 in the same week, you will receive a 15% discount.

<u>HEALTHY LIFESTYLES MONTHLY TABLOID RATES</u>			
<u>RATES PER ISSUE</u>			
	1 Issue	3x Issues	4x Issues
Full Page (9.865" x 11.026")	\$ 2,000	\$ 1,800	\$ 1,500
Half Page (9.865" x 5.424")	\$ 1,200	\$ 1,080	\$ 1,000
Quarter Page (5.892" x 5")	\$ 650	\$ 600	\$ 500
1/8 Page (3.928" x 4") <small>(Non-Profits/Agencies Only)</small>	\$ 350	\$ 315	\$ 275

ROP AND PROCESS COLOR CHARGE	1 SPOT COLOR	2 SPOT COLOR	3 SPOT COLOR	4 SPOT COLOR	PROCESS COLOR
	\$150.00	\$225.00	\$300.00	\$350.00	\$350.00

FULL PAGE 126" INCHES (BROADSHEET)	HALF PAGE 63" INCHES (BROADSHEET)	QUARTER PAGE 31 1/2" INCHES (BROADSHEET)	1/8 PAGE 15 1/4" INCHES (BROADSHEET)
CLEVELAND \$4709.88	CLEVELAND \$2354.94	CLEVELAND \$1177.47	CLEVELAND \$570.04
COLUMBUS \$3260.88	COLUMBUS \$1630.44	COLUMBUS \$815.22	COLUMBUS \$394.67
CINCINNATI \$1966.86	CINCINNATI \$983.43	CINCINNATI \$491.72	CINCINNATI \$238.05
ALL EDITIONS \$8251.74	ALL EDITIONS \$4125.87	ALL EDITIONS \$2062.94	ALL EDITIONS \$998.72

COPY DEADLINES ALL EDITIONS – WEDNESDAY NOON ON COPY REQUIRING PRE-PUBLICATION PROOFS AND FRIDAY NOON PRECEDING DATE OF ISSUE FOR PRE-ORDERED CAMERA READY COPY.



The Call & Post Newspaper, 11800 Shaker Blvd., Cleveland, OH 44120
(216) 791-7600 (216) 451-0404 fax