

RETAIL VISUAL IMPACT PRICING

OPEN	Double Truck	Full Page	Dominator	3/4 Horiz	3/4 Vert	2/3 Page	Jr Page	1/2 Horiz	1/2 Vert	1/3 Page
Mon-Thur	\$14,000	\$6,840	\$6,000	\$5,325	\$5,325	\$5,050	\$4,100	\$4,000	\$4,000	\$3,050
Fri-Sat	\$15,200	\$7,040	\$6,620	\$5,850	\$5,850	\$5,600	\$4,600	\$4,500	\$4,500	\$3,360
Sunday	\$16,100	\$7,340	\$6,920	\$6,225	\$6,225	\$6,000	\$5,100	\$5,000	\$5,000	\$3,990
\$2,500	Double Truck	Full Page	Dominator	3/4 Horiz	3/4 Vert	2/3 Page	Jr Page	1/2 Horiz	1/2 Vert	1/3 Page
Mon-Thur	\$13,720	\$6,703	\$5,880	\$5,219	\$5,219	\$4,949	\$4,018	\$3,920	\$3,920	\$2,989
Fri-Sat	\$14,896	\$6,899	\$6,488	\$5,733	\$5,733	\$5,488	\$4,508	\$4,410	\$4,410	\$3,293
Sunday	\$15,778	\$7,193	\$6,782	\$6,101	\$6,101	\$5,880	\$4,998	\$4,900	\$4,900	\$3,910
\$5,000	Double Truck	Full Page	Dominator	3/4 Horiz	3/4 Vert	2/3 Page	Jr Page	1/2 Horiz	1/2 Vert	1/3 Page
Mon-Thur	\$13,446	\$6,569	\$5,762	\$5,114	\$5,114	\$4,850	\$3,938	\$3,842	\$3,842	\$2,929
Fri-Sat	\$14,598	\$6,761	\$6,358	\$5,618	\$5,618	\$5,378	\$4,418	\$4,322	\$4,322	\$3,227
Sunday	\$15,462	\$7,049	\$6,646	\$5,978	\$5,978	\$5,762	\$4,898	\$4,802	\$4,802	\$3,832
\$10,000	Double Truck	Full Page	Dominator	3/4 Horiz	3/4 Vert	2/3 Page	Jr Page	1/2 Horiz	1/2 Vert	1/3 Page
Mon-Thur	\$13,177	\$6,438	\$5,647	\$5,012	\$5,012	\$4,753	\$3,859	\$3,765	\$3,765	\$2,871
Fri-Sat	\$14,306	\$6,626	\$6,231	\$5,506	\$5,506	\$5,271	\$4,329	\$4,235	\$4,235	\$3,162
Sunday	\$15,153	\$6,908	\$6,513	\$5,859	\$5,859	\$5,647	\$4,800	\$4,706	\$4,706	\$3,755
\$25,000	Double Truck	Full Page	Dominator	3/4 Horiz	3/4 Vert	2/3 Page	Jr Page	1/2 Horiz	1/2 Vert	1/3 Page
Mon-Thur	\$12,913	\$6,309	\$5,534	\$4,912	\$4,912	\$4,658	\$3,782	\$3,689	\$3,689	\$2,813
Fri-Sat	\$14,020	\$6,493	\$6,106	\$5,396	\$5,396	\$5,165	\$4,243	\$4,151	\$4,151	\$3,099
Sunday	\$14,850	\$6,770	\$6,383	\$5,742	\$5,742	\$5,534	\$4,704	\$4,612	\$4,612	\$3,680
\$50,000	Double Truck	Full Page	Dominator	3/4 Horiz	3/4 Vert	2/3 Page	Jr Page	1/2 Horiz	1/2 Vert	1/3 Page
Mon-Thur	\$12,655	\$6,183	\$5,424	\$4,813	\$4,813	\$4,565	\$3,706	\$3,616	\$3,616	\$2,757
Fri-Sat	\$13,740	\$6,364	\$5,984	\$5,288	\$5,288	\$5,062	\$4,158	\$4,068	\$4,068	\$3,037
Sunday	\$14,553	\$6,635	\$6,255	\$5,627	\$5,627	\$5,424	\$4,610	\$4,520	\$4,520	\$3,607
\$75,000	Double Truck	Full Page	Dominator	3/4 Horiz	3/4 Vert	2/3 Page	Jr Page	1/2 Horiz	1/2 Vert	1/3 Page
Mon-Thur	\$12,402	\$6,059	\$5,315	\$4,717	\$4,717	\$4,474	\$3,632	\$3,543	\$3,543	\$2,702
Fri-Sat	\$13,465	\$6,236	\$5,864	\$5,182	\$5,182	\$4,961	\$4,075	\$3,986	\$3,986	\$2,976
Sunday	\$14,262	\$6,502	\$6,130	\$5,514	\$5,514	\$5,315	\$4,518	\$4,429	\$4,429	\$3,535
\$100,000	Double Truck	Full Page	Dominator	3/4 Horiz	3/4 Vert	2/3 Page	Jr Page	1/2 Horiz	1/2 Vert	1/3 Page
Mon-Thur	\$12,154	\$5,938	\$5,209	\$4,623	\$4,623	\$4,384	\$3,559	\$3,473	\$3,473	\$2,648
Fri-Sat	\$13,196	\$6,112	\$5,747	\$5,079	\$5,079	\$4,862	\$3,993	\$3,907	\$3,907	\$2,917
Sunday	\$13,977	\$6,372	\$6,007	\$5,404	\$5,404	\$5,209	\$4,427	\$4,341	\$4,341	\$3,464
\$200,000	Double Truck	Full Page	Dominator	3/4 Horiz	3/4 Vert	2/3 Page	Jr Page	1/2 Horiz	1/2 Vert	1/3 Page
Mon-Thur	\$11,911	\$5,819	\$5,105	\$4,530	\$4,530	\$4,296	\$3,488	\$3,403	\$3,403	\$2,595
Fri-Sat	\$12,932	\$5,989	\$5,632	\$4,977	\$4,977	\$4,764	\$3,914	\$3,828	\$3,828	\$2,859
Sunday	\$13,697	\$6,245	\$5,887	\$5,296	\$5,296	\$5,105	\$4,339	\$4,254	\$4,254	\$3,395
\$300,000	Double Truck	Full Page	Dominator	3/4 Horiz	3/4 Vert	2/3 Page	Jr Page	1/2 Horiz	1/2 Vert	1/3 Page
Mon-Thur	\$11,672	\$5,703	\$5,002	\$4,440	\$4,440	\$4,210	\$3,418	\$3,335	\$3,335	\$2,543
Fri-Sat	\$12,673	\$5,870	\$5,519	\$4,877	\$4,877	\$4,669	\$3,835	\$3,752	\$3,752	\$2,801
Sunday	\$13,423	\$6,120	\$5,770	\$5,190	\$5,190	\$5,002	\$4,252	\$4,169	\$4,169	\$3,327
\$400,000	Double Truck	Full Page	Dominator	3/4 Horiz	3/4 Vert	2/3 Page	Jr Page	1/2 Horiz	1/2 Vert	1/3 Page
Mon-Thur	\$11,439	\$5,589	\$4,902	\$4,351	\$4,351	\$4,126	\$3,350	\$3,268	\$3,268	\$2,492
Fri-Sat	\$12,420	\$5,752	\$5,409	\$4,780	\$4,780	\$4,576	\$3,759	\$3,677	\$3,677	\$2,745
Sunday	\$13,155	\$5,997	\$5,654	\$5,086	\$5,086	\$4,902	\$4,167	\$4,085	\$4,085	\$3,260
\$500,000	Double Truck	Full Page	Dominator	3/4 Horiz	3/4 Vert	2/3 Page	Jr Page	1/2 Horiz	1/2 Vert	1/3 Page
Mon-Thur	\$11,210	\$5,477	\$4,804	\$4,264	\$4,264	\$4,044	\$3,283	\$3,203	\$3,203	\$2,442
Fri-Sat	\$12,171	\$5,637	\$5,301	\$4,684	\$4,684	\$4,484	\$3,683	\$3,603	\$3,603	\$2,690
Sunday	\$12,892	\$5,877	\$5,541	\$4,985	\$4,985	\$4,804	\$4,084	\$4,004	\$4,004	\$3,195