

RATE CARD RATES

RETAIL

OPEN RATE - ROP	\$23.64
Inches	Daily
Per Year	Rate
175.....	\$19.98
250.....	\$17.54
325.....	\$17.00
400.....	\$16.51
600.....	\$16.38
750.....	\$16.25
1000.....	\$15.64
1500.....	\$15.04
2000.....	\$14.81
3000.....	\$14.42
4000.....	\$14.33
5000.....	\$13.88
Non-profit.....	\$15.45
Charity Rate.....	\$8.76
Stand by Rate.....	\$10.30

Full Page	\$775
Half Page	\$399
Quarter Page	\$259

All Include Full Color

COLOR

Color Rates

Per Page

1 Color Plus Black.....	\$100.00
2 Colors Plus Black.....	\$150.00
Process Color Plus Black.....	\$200.00
Color of Day.....	\$2.00/inch as available

CLASSIFIED

OPEN RATE - CLASSIFIED DISPLAY..... **\$19.94**

Inches	Daily
Per Year	Rate
175.....	\$16.50
250.....	\$13.06
325.....	\$12.94
400.....	\$12.76
600.....	\$12.55
750.....	\$12.39
1000.....	\$12.11
1500.....	\$12.02
2500.....	\$11.72
5000.....	\$11.06

FREQUENCY PACKAGE

Frequency Rate.....\$7.21 per inch
(48" to be used within 60 days)

SPADIA

Spadia.....\$2520.00

SPECIAL RATES

Real Estate Today.....\$8.00
LEGAL - SUBJECT TO STATE LAW
IN MEMORIAM/CARD OF THANKS/HAPPY AD
1x2 inch min.....\$11.25/inch

U.P. Advantage Rates - Retail

Escanaba.....	\$14.19 pci
Houghton.....	\$14.19 pci
Iron Mountain.....	\$14.19 pci
Marquette.....	\$17.66 pci
Add - Alpena.....	\$14.19 pci
Spot color charge - \$100 flat rate - any size	

U.P. Advantage Classifieds

Escanaba.....	\$14.19 pci
Houghton.....	\$14.19 pci
Iron Mountain.....	\$14.19 pci
Marquette.....	\$16.60 pci
Add - Alpena.....	\$14.19 pci
Spot color charge - \$100 flat rate - any size	

BUILD YOUR BRAND

Program (A) 4" ad

3 Ads Per Week
5 Ads Per Week
6 Ads Per Week

Per Month (4 Weeks)

\$330.00
\$472.00
\$491.00

**Online
Button
\$50.00**

Program (B) 6" ad

3 Ads Per Week
5 Ads Per Week
6 Ads Per Week

Per Month (4 Weeks)

\$494.00
\$700.00
\$730.00

**Online
Button
\$50.00**

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