

RATE CARD RATES

RETAIL

OPEN RATE - ROP	\$24.35
Inches	Daily
Per Year	Rate
175.....	\$20.58
250.....	\$18.07
325.....	\$17.51
400.....	\$17.00
600.....	\$16.87
750.....	\$16.74
1000.....	\$16.11
1500.....	\$15.49
2000.....	\$15.25
3000.....	\$14.85
4000.....	\$14.76
5000.....	\$14.30
Non-profit.....	\$15.90
Charity Rate.....	\$9.02
Stand by Rate.....	\$10.60

Full Page	\$798
Half Page	\$425
Quarter Page	\$267
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	\$20.54
Inches	Daily
Per Year	Rate
175.....	\$16.50
250.....	\$13.45
325.....	\$13.33
400.....	\$13.14
600.....	\$12.93
750.....	\$12.76
1000.....	\$12.47
1500.....	\$12.38
2000.....	\$11.87
2500.....	\$12.07
5000.....	\$11.39
Classified Frequency Rate.....	\$7.42

FREQUENCY PACKAGE

Frequency Rate.....\$7.42 per inch
(48" to be used within 60 days)

SPADIA

Spadia.....\$2520.00

SPECIAL RATES

Real Estate Today.....\$8.25
LEGAL - SUBJECT TO STATE LAW
IN MEMORIAM/CARD OF THANKS/HAPPY AD
1x2 inch min.....\$11.58/inch

U.P. Advantage Rates - Retail

Escanaba.....\$14.60 pci
Houghton.....\$14.60 pci
Iron Mountain.....\$14.60 pci
Marquette.....\$18.20 pci
Add - Alpena.....\$14.60 pci
Spot color charge - \$100 flat rate - any size

U.P. Advantage Classifieds

Escanaba.....\$14.60 pci
Houghton.....\$14.60 pci
Iron Mountain.....\$14.60 pci
Marquette.....\$17.10 pci
Add - Alpena.....\$14.60 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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