

2018-2019
Local Retail Rates

ads@dukechronicle.com
(919) 684-3811

Chronicle

| Ad Size | Full Color | Spot Color (15% discount) | Black & White (20% discount) |
|--------------|------------|------------------------------|---------------------------------|
| Full Page | \$1,520 | \$1,292 | \$1,216 |
| Half Page | \$760 | \$646 | \$608 |
| Quarter Page | \$380 | \$323 | \$304 |
| Eighth Page | \$190 | \$161.50 | \$152 |
| Front Page | \$400 | | |

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|------------------------|------------------------|-------------------------|
| Contract Rates: | \$1,500 – 20% discount | \$6,000 – 35% discount |
| | \$3,000 – 25% discount | \$7,500 – 40% discount |
| | \$4,500 – 30% discount | \$10,000 – 45% discount |

Specs

We accept PDF files from many programs or JPEGs, PDFs or EPS files from Photoshop. Fonts must be embedded. With Photoshop files, resolution must be at least 300 dpi. With images embedded in ads, we suggest a resolution of 200 dpi.

The diagram illustrates the following ad sizes and dimensions:

- Full Page:** 10" wide x 14" tall, no bleed on newsprint.
- 1/2 Page Vertical:** 6.625" wide x 10.375" tall.
- 1/2 Page Horizontal:** 10" wide x 6.875" tall.
- 1/2 Page Full Depth:** 4.875" wide x 14" tall.
- Front Page Ad:** 10" wide x 2" tall.
- 1/4 Page Vertical:** 4.875" wide x 6.875" tall.
- 1/4 Page Horizontal:** 6.625" wide x 5.125" tall.
- 1/8 Page Horizontal:** 4.875" wide x 3.375" tall.
- 1/8 Page Vertical:** 3.25" wide x 5.125" tall.

Deadlines Space, Copy and Payment: 3 p.m., two business days prior to publication.

Cancellation or changes cannot be accepted after deadline. Special issues and holidays have advanced deadlines, see publication calendar for more info.

Circulation 8,000 copies / 2x a week on Monday and Wednesday

2017-2018
Local Retail Contract Rates

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\$1,500 Contract Level (20% discount)

| Ad Size | Full Color | Spot Color | Black & White |
|--------------|------------|------------|---------------|
| Full Page | \$1,216 | \$1,033.60 | \$972.80 |
| Half Page | \$608 | \$516.80 | \$486.40 |
| Quarter Page | \$304 | \$258.40 | \$243.20 |
| Eighth Page | \$152 | \$129.20 | \$121.60 |

\$3,000 Contract Level (25% discount)

| Ad Size | Full Color | Spot Color | Black & White |
|--------------|------------|------------|---------------|
| Full Page | \$1,140 | \$969 | \$912 |
| Half Page | \$570 | \$484.50 | \$456 |
| Quarter Page | \$285 | \$242.25 | \$228 |
| Eighth Page | \$142.50 | \$121.13 | \$114 |

\$4,500 Contract Level (30% discount)

| Ad Size | Full Color | Spot Color | Black & White |
|--------------|------------|------------|---------------|
| Full Page | \$1,064 | \$904.40 | \$851.20 |
| Half Page | \$532 | \$452.20 | \$425.60 |
| Quarter Page | \$266 | \$226.10 | \$212.80 |

\$6,000 Contract Level (35% discount)

| Ad Size | Full Color | Spot Color | Black & White |
|--------------|------------|------------|---------------|
| Full Page | \$988 | \$839.80 | \$790.40 |
| Half Page | \$494 | \$419.90 | \$395.20 |
| Quarter Page | \$247 | \$209.95 | \$197.60 |

\$7,500 Contract Level (40% discount)

| Ad Size | Full Color | Spot Color | Black & White |
|--------------|------------|------------|---------------|
| Full Page | \$912 | \$775.20 | \$729.60 |
| Half Page | \$456 | \$387.20 | \$364.80 |
| Quarter Page | \$228 | \$193.80 | \$182.40 |

\$10,000 Contract Level (45% discount)

| Ad Size | Full Color | Spot Color | Black & White |
|--------------|------------|------------|---------------|
| Full Page | \$836 | \$710.60 | \$668.60 |
| Half Page | \$418 | \$355.30 | \$334.40 |
| Quarter Page | \$209 | \$177.65 | \$167.20 |