

THE BROADCASTER

2010 Display Frequency Rates - Standard Ad Sizes

Category: Retail

Annual Commitment (# of Weeks, 1 Insertion)

Standard Sizes	Inches	Dimensions	Open	4x	13x	26x	39x	52x
1/8	6.5	2col x 3.25"	\$ 117	\$ 105	\$ 94	\$ 82	\$ 70	\$ 59
1/6	8.75	2colx4.35" / 3colx2.92"	\$ 158	\$ 142	\$ 126	\$ 110	\$ 95	\$ 79
1/4	13.00	3colx6.50" / 5colx2.6"	\$ 234	\$ 211	\$ 187	\$ 164	\$ 140	\$ 117
1/3	17.50	2col x 8.75"	\$ 315	\$ 284	\$ 252	\$ 221	\$ 189	\$ 158
1/2	26.25	5col x 5.25"	\$ 473	\$ 425	\$ 378	\$ 331	\$ 284	\$ 236
3/4	39.35	5col x 7.87"	\$ 708	\$ 637	\$ 567	\$ 481	\$ 412	\$ 344
Full Page	52.50	5col x 10.50"	\$ 945	\$ 851	\$ 756	\$ 635	\$ 544	\$ 454
PCI for Non-Standard Ad Sizes			\$ 18.00	\$ 16.20	\$ 14.40	\$ 12.60	\$ 10.80	\$ 9.00

PREMIUM POSITIONS

Front Page Strips	\$401.50
Skybox	\$382.00
Integrated ads	50%
Guaranteed Positions*	10%

* Based on Availability

COLOR

<u>Spot</u>	<u>Processed</u>
\$150	\$275

REPEAT DISCOUNT PROGRAM (within the same week)

2nd Insertion	30%
3rd Insertion	40%
4th Insertion	60%
Ad(s) must run within same issue	
- Ads must be the same size	
- Ads must contain the same copy with minor changes	
- Ads may run in any ROP section	
- Ads may not be combined with any other discount program	

MULTIPLE PUBLICATION DISCOUNTS:

Receive 25% off open rate of any additional Media One New England Publications(s). Same ad(s) must run within 6 days of first run.

RATES FOR NON-PROFIT ADVERTISERS 26x

Must have current and verifiable non-profit status

POLITICAL RATES 26x

Ads must be paid in advance and approved by Publisher

*Minimum ad size is 3"

All rates are Net and subject to change.