

### I. CO-OP (CAP) RATES

Co-Op (CAP) Rates – CAP rates are flat and commissionable to recognized advertising agencies. CAP rates available only when the following qualifications are met.

- Signed stipulation stating that all or part of the ad is paid for by accrued dealer co-op funds.
- Dealer listing must appear in ad. Copy reading “at your nearby dealers” is not acceptable at CAP rate.
- CAP logo must appear in each ad.
- Copy of vendor’s co-op agreement must accompany signed Stipulation Form.

	Daily	Sunday /Holiday
Open	\$231.40	\$338.15
198" / 1.5 Page	\$215.20	\$314.45
264" / 2 Pages	\$211.90	\$309.70
396" / 3 Pages	\$208.70	\$305.00
528" / 4 Pages	\$205.55	\$300.45
660" / 5 Pages	\$202.45	\$295.90
792" / 6 Pages	\$199.45	\$291.40

Rates are commissionable at 15%  
General Daily Repeat Combination Program Applies

### II. COLOR RATES

#### A. R.O.P. Color Rates

	Daily	Sunday/ Holiday
Black Plus One Color	\$2,995	\$4,365
Full Color	\$3,840	\$6,620

#### B. Color Frequency Discounts

Color Ads Per Year	Discount
8x	4%
13x	6%
26x	8%
52x	10%

C. Daily Repeat Combination Program - The following discount is available for any advertisement repeated or run in combination within a seven-day period.

Unit	Discount
Sunday or first daily	Full contract rate
Second	35%
Third	40%
Fourth	50%

### III. ZONE EDITIONS RATES

#### A. Zone Black & White Rates (Per Column Inch)

Contract Level	Thu. East	Thu. North	Thu. West	Thu. South
Open	\$68.70	\$64.85	\$43.90	\$74.30
100 inches	\$49.25	\$44.60	\$28.80	\$57.20
250 inches	\$47.55	\$44.15	\$27.15	\$56.45
500 inches	\$46.80	\$43.15	\$26.60	\$54.70
1000 inches	\$38.90	\$36.65	\$21.65	\$45.15

#### B. Zone Color Rates (Based on Availability)

Contract Level	Thu. East	Thu. North	Thu. West	Thu. South
One Color	\$877.30	\$877.30	\$479.55	\$950.05
Full Color	Contact your PG representative for availability.			

#### C. Zone Frequency Discounts

Color Ads Per Year	Discount
8x	4%
13x	6%
26x	8%
52x	10%