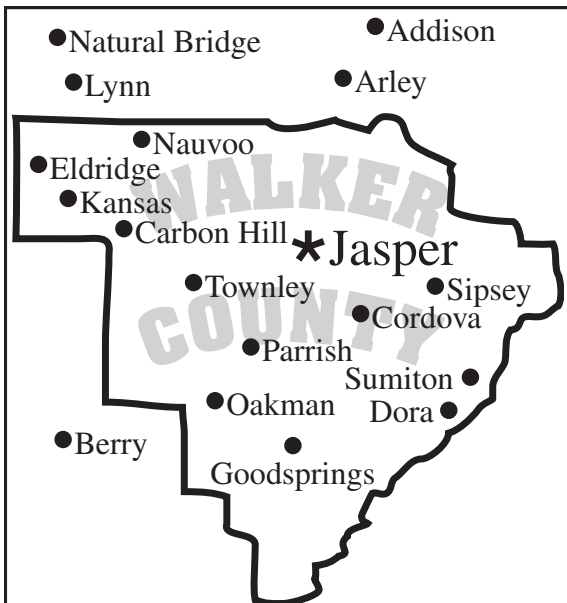


# Daily Mountain Eagle

Established 1872

## RETAIL ADVERTISING RATE CARD

Effective January 1, 2010



### SIX COLUMN SAU FORMAT

#### MONTHLY EARNED RATES

THE FOLLOWING SPACE DISCOUNTS are applicable only to trade area firms. At the end of each month, advertising will be due and charged at the rate of \$9.83 per column inch. If no prior balance is due, the cash price discounts will apply if paid by the 20th of the month. Any balance for previous advertising will void discount.

#### SIX COLUMN OPEN RATE \$9.83 PCI

INCHES USED PER MONTH	CASH SPACE DISCOUNT PER INCH	NET AMOUNT PER INCH
16-75	36¢	\$9.47
76-150	51¢	\$9.32
151-300	63¢	\$9.20
301-525	76¢	\$9.07
526-750	91¢	\$8.92
751-1125	\$1.01	\$8.82
1126 or more	\$1.21	\$8.62

**National Rate: \$1.28 per line - \$17.92 per inch**  
(Additional information on back of card)



**Member of  
Audit Bureau  
of Circulation**

(Circulation Figures  
Provided on Request)



**ROP AD COLOR RATES:** Local - 1 color \$94.50; 2 colors, \$162.75; and 3 colors, \$231.00.

**National** - 1 color \$110.25; 2 colors, \$189.00; and 3 colors \$273.00. Any special colors required may run at additional costs.

**PREPRINTED INSERTS:** 4 or 8 Pg. Tab or 4 Pg. Broad - \$42.50/1000; 12 Pg. Tab or 6 Pg. Broad - \$51.75/1000; 16 Pg. Tab or 8 Pg. Broad - \$65.25/1000; 20 Pg. Tab or 10 Pg. Broad - \$70.50/1000; 24 Pg. Tab or 12 Pg. Broad - \$75.50/1000; 28 Pg. Tab or 14 Pg. Broad - \$80.75/1000.

**National Preprint Rate** - \$70.00/1000

**MECHANICAL SPECIFICATIONS:** Page size 11.625 inches by 21-1/2 inches deep (129 column inches per page). Width of column, 1.833 inches with 7.5 Pt. rule between columns making width of page 69 picas (11.625 inches). Width of double truck 144 picas (24 inches).

**AD SIZES:** Minimum space sold, one inch. Ads going to 20 inches deep will be charged 21-1/2 inches depth. Double pages will be charged for the center gutter as a full column.

Publisher reserves right to accept or reject any and all advertising.

### Daily Mountain Eagle

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Fax (205) 221-1815

Published 7 Days a Week

JEROME WASSMANN  
Editor, Publisher

JERRY GEDDINGS  
Executive Advertising Director

#### DISPLAY AD DEADLINES

Monday Deadline ..... Friday, 12 Noon  
Tuesday Deadline ..... Friday, 3 P.M.  
Wednesday Deadline .. Monday, 12 Noon  
Thursday Deadline ..... Tuesday, 12 Noon  
Friday Deadline ..... Wednesday, 12 Noon  
Saturday Deadline .... Thursday, 12 Noon  
Sunday Deadline ..... Thursday, 5 P.M.