

Elena Gomez

From: Elizabeth Flores [eflores@themonitor.com]
Sent: Friday, June 08, 2012 9:56 AM
To: Elena Gomez
Subject: Rate sheet for legals
Attachments: 20120515141428094_0001.pdf

Hi Elena, I don't have a 2012 rate sheet, being that our legal rate have not been increased for the past 6 years. I have attached a copy of our 2007-2008 rate sheet which is where I hand wrote the amount, because whoever made these left it out. The legal rate I'm using is actually from 2006, but I couldn't find one for that year. The online fee of \$30 was increased in the beginning of this year it used to be \$15. The cost is figured out by multiplying the width of the ad by the length, for example is the ad size is 4x8 = 32" x \$14.65 (rate) = \$468.80 x 2 runs = \$937.60 + \$30 online fee = \$967.60 grand total. (Normally the online fee is added to the first rundate since it is a one time fee). I hope this information was helpful and is what you were needing. Please don't hesitate to contact me again should you need further assistance.

Elizabeth Flores
Legal Account Specialist

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"Let your light so shine before men, that they may see your good works, and glorify your Father which is in heaven." Matthew 5:16.

CLASSIFIEDS

Monday/Saturday

2007-2008



YOUR CLASSIFIED PRICING

- The Classified Pricing Program enables you to quickly find your size and price with colorful grids on these pages! Example: To purchase a 5-column by 17 ad on Tuesday you would scroll across to 5 columns and down to 17 to find your price!
- Annual Contract Discounts reward you for your commitment to The Monitor with discounts off the prices shown in the two grids. The larger your commitment, the greater your discount.
- **Color By the Ink:** Using color in your newspaper ad increases effectiveness by 60%. Use the grid to the right to calculate your price for color.
- **Holiday Issues:** New Year's Day, Memorial Day, July 4th, Labor Day, Thanksgiving, and Christmas will receive Sunday-Holiday rates.

Annual Contract Discount Levels

Contract Levels	Daily	Discount	PrePrints	Colors
OPEN RATE	\$18.99	0%	0%	0%
\$2,500.00	\$18.42	3%	0%	0%
\$5,000.00	\$17.28	8%	0%	0%
\$7,500.00	\$16.72	12%	0%	0%
\$10,000.00	\$16.15	15%	2%	6%
\$20,000.00	\$15.01	21%	5%	10%
\$30,000.00	\$14.82	22%	5%	10%
\$40,000.00	\$14.63	23%	5%	10%
\$50,000.00	\$14.44	24%	5%	10%
\$75,000.00	\$14.25	25%	5%	10%
\$100,000.00	\$14.06	25%	10%	15%
\$125,000.00	\$13.87	27%	10%	15%
\$150,000.00	\$13.68	28%	10%	15%
\$175,000.00	\$13.49	29%	10%	15%
\$200,000.00	\$13.30	30%	15%	20%
\$250,000.00	\$13.11	31%	15%	20%
\$300,000.00	\$12.92	32%	15%	20%
\$400,000.00	\$12.73	33%	15%	20%
\$600,000.00	\$12.54	34%	20%	20%
\$800,000.00	\$12.35	35%	20%	22%
\$1,000,000.00	\$12.16	36%	20%	25%

COLOR BY THE INK

MONDAY - SATURDAY
Full Run (ROP)

Inches	1 Ink	2 Ink	Full
181" - FP	\$1.05	\$1.38	\$2.32
100" - 180"	\$1.38	\$2.48	\$2.98
50" - 99"	\$2.48	\$3.14	\$3.80
15" - 49"	\$2.65	\$3.31	\$4.63

Per Column Inch

Legal Notices - \$14.65 o.i.
online - \$30.00 one time fee.

MONDAY - SATURDAY CLASSIFIED RATES

DEPTH INCHES	1-Col.	2-Col.	3-Col.	4-Col.	5-Col.	6-Col.	7-Col.	8-Col.	9-Col.	10-Col.
1.0	\$16.99	\$37.99	\$56.98	\$75.98	\$94.97	\$113.87	\$132.86	\$151.86	\$170.85	\$189.85
2.0	\$37.99	\$75.98	\$113.97	\$151.96	\$189.95	\$227.93	\$265.92	\$303.91	\$341.90	\$379.89
3.0	\$56.98	\$113.97	\$170.95	\$227.93	\$284.92	\$341.90	\$398.88	\$455.87	\$512.85	\$569.84
4.0	\$75.98	\$151.96	\$227.93	\$303.91	\$379.89	\$455.87	\$531.85	\$607.82	\$683.80	\$759.78
5.0	\$94.97	\$189.95	\$284.92	\$379.89	\$474.86	\$569.84	\$664.81	\$759.78	\$854.75	\$949.73
6.0	\$113.97	\$227.93	\$341.90	\$455.87	\$569.84	\$683.80	\$797.77	\$911.74	\$1,025.70	\$1,139.67
7.0	\$132.86	\$265.92	\$398.88	\$531.85	\$664.81	\$797.77	\$930.73	\$1,063.69	\$1,196.65	\$1,329.62
8.0	\$151.86	\$303.91	\$455.87	\$607.82	\$759.78	\$911.74	\$1,063.69	\$1,215.65	\$1,367.60	\$1,519.56
9.0	\$170.85	\$341.90	\$512.85	\$683.80	\$854.75	\$1,025.70	\$1,196.65	\$1,367.60	\$1,538.55	\$1,709.51
10.0	\$189.85	\$379.89	\$569.84	\$759.78	\$949.73	\$1,139.67	\$1,329.62	\$1,519.56	\$1,709.51	\$1,899.45
11.0	\$208.84	\$417.88	\$628.82	\$835.76	\$1,044.70	\$1,253.64	\$1,462.58	\$1,671.52	\$1,880.46	\$2,089.40
12.0	\$227.83	\$455.87	\$683.80	\$911.74	\$1,139.67	\$1,367.60	\$1,585.54	\$1,823.47	\$2,051.41	\$2,279.34
13.0	\$246.83	\$493.86	\$740.79	\$987.71	\$1,234.64	\$1,481.57	\$1,728.50	\$1,975.43	\$2,222.38	\$2,469.29
14.0	\$265.82	\$531.85	\$797.77	\$1,063.69	\$1,329.62	\$1,585.54	\$1,861.48	\$2,127.38	\$2,393.31	\$2,659.23
15.0	\$284.82	\$569.84	\$854.75	\$1,139.67	\$1,424.59	\$1,709.51	\$1,994.42	\$2,279.34	\$2,594.26	\$2,849.18
16.0	\$303.81	\$607.82	\$911.74	\$1,215.65	\$1,519.56	\$1,823.47	\$2,127.38	\$2,431.30	\$2,735.21	\$3,039.12
17.0	\$322.81	\$645.81	\$968.72	\$1,291.63	\$1,614.53	\$1,937.44	\$2,260.35	\$2,583.25	\$2,908.16	\$3,229.07
FP	\$379.89	\$759.78	\$1,139.67	\$1,519.56	\$1,899.45	\$2,279.34	\$2,659.23	\$3,039.12	\$3,419.01	\$3,798.90

Ads deeper than 17 inches will be charged full depth.

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Monitor Advertising Rates Effective October 1, 2007