

2018 DISPLAY AD RATES

The Times employs a modular system for display advertising.

Modules are an alternative way of measuring column inches.

**It allows for a cleaner design and fewer ad sizes,
so each ad has more impact on the page.**

Rates (per week)

| | |
|-------------------|-----------------|
| 1 mod | \$75 |
| 2-15 mods | \$67/mod |
| 16-59 mods | \$60/mod |
| 1/4 pg | \$800 |
| 1/2 pg | \$1,400 |
| Full pg | \$2,300 |

COLOR: ADD 40%

**Placement Charge: add 15-30%
depending on placement**

Discounts (based on calendar year)

1. Non Profit Discount (tax id # required):
10%
2. Prepay Discount (pay for ad before it runs):
5%
3. Consecutive Week Discounts:
4 weeks, 5%
10 weeks, 10%
16 weeks, 15%
26 weeks, 20%
52 weeks, 25%
4. Dollar Commitment Discounts
\$5,000 = 5%
\$10,000 = 10%
\$15,000 = 15%
\$20,000 = 20%
\$25,000 = 25%
5. Volume Discounts:
100 mods = 5%
200 mods = 10%
300 mods = 15%
400 mods = 20%
500 mods = 25%