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.

**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%

**Rates** (per week)

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1 mod</td>
<td>$75</td>
</tr>
<tr>
<td>2-15 mods</td>
<td>$67/mod</td>
</tr>
<tr>
<td>16-59 mods</td>
<td>$60/mod</td>
</tr>
<tr>
<td>1/4 pg</td>
<td>$800</td>
</tr>
<tr>
<td>1/2 pg</td>
<td>$1,400</td>
</tr>
<tr>
<td>Full pg</td>
<td>$2,300</td>
</tr>
</tbody>
</table>

COLOR: ADD 40%
Placement Charge: add 15-30% depending on placement