

Full Run, ROP Advertising

Full run advertising appears in the San Gabriel Valley Tribune, Pasadena Star-News and the Whittier Daily News.

daily rates

Frequency		OPEN	4x*	8x*	13x*	26x*	39x*	52x*	Color Charge**		
Ad Sizes									4c	2c	1c
Full page	6c x 21.00	7,712.00	7,326.00	6,941.00	6,555.00	5,784.00	5,398.00	5,013.00	12%	9%	6%
3/4	6c x 15.75	5,784.00	5,495.00	5,206.00	4,916.00	4,338.00	4,049.00	3,760.00	12%	9%	6%
2/3	6c x 14.00 OR 4c x 21.00	5,313.00	5,047.00	4,781.00	4,516.00	3,985.00	3,719.00	3,453.00	12%	9%	6%
1/2	6c x 10.50 OR 3c x 21.00	3,985.00	3,785.00	3,586.00	3,387.00	2,989.00	2,789.00	2,590.00	12%	9%	6%
1/3	6c x 7.00 OR 3c x 14.00	2,714.00	2,578.00	2,442.00	2,307.00	2,035.00	1,900.00	1,764.00	12%	9%	6%
1/4	6c x 5.25 OR 3c x 10.50	2,035.00	1,934.00	1,832.00	1,730.00	1,527.00	1,425.00	1,323.00	see representative		
1/6	6c x 3.50 OR 3c x 7.00	1,386.00	1,316.00	1,247.00	1,178.00	1,039.00	970.00	901.00	see representative		
1/8	3c x 5.25	1,039.00	987.00	935.00	884.00	780.00	728.00	676.00	see representative		
1/9	2c x 7.00	924.00	878.00	832.00	785.00	693.00	647.00	601.00	see representative		
1/12	3c x 3.50 OR 2c x 5.25	714.00	679.00	643.00	607.00	536.00	500.00	465.00	see representative		
Non Modular PCI		71.40	67.90	64.30	60.70	53.60	50.00	46.50	see representative		

sunday rates

Frequency		OPEN	4x*	8x*	13x*	26x*	39x*	52x*	Color Charge**		
Ad Sizes									4c	2c	1c
Full page	6c x 21.00	8,483.00	8,059.00	7,635.00	7,210.00	6,362.00	5,938.00	5,514.00	12%	9%	6%
3/4	6c x 15.75	6,362.00	6,044.00	5,726.00	5,408.00	4,772.00	4,454.00	4,136.00	12%	9%	6%
2/3	6c x 14.00 OR 4c x 21.00	5,844.00	5,552.00	5,260.00	4,967.00	4,383.00	4,091.00	3,799.00	12%	9%	6%
1/2	6c x 10.50 OR 3c x 21.00	4,383.00	4,164.00	3,945.00	3,726.00	3,287.00	3,068.00	2,849.00	12%	9%	6%
1/3	6c x 7.00 OR 3c x 14.00	2,985.00	2,836.00	2,687.00	2,537.00	2,239.00	2,090.00	1,940.00	12%	9%	6%
1/4	6c x 5.25 OR 3c x 10.50	2,239.00	2,127.00	2,015.00	1,903.00	1,679.00	1,567.00	1,455.00	see representative		
1/6	6c x 3.50 OR 3c x 7.00	1,524.00	1,448.00	1,372.00	1,296.00	1,143.00	1,067.00	991.00	see representative		
1/8	3c x 5.25	1,143.00	1,086.00	1,029.00	972.00	858.00	800.00	743.00	see representative		
1/9	2c x 7.00	1,016.00	965.00	915.00	864.00	762.00	712.00	661.00	see representative		
1/12	3c x 3.50 OR 2c x 5.25	786.00	747.00	707.00	668.00	590.00	550.00	511.00	see representative		
Non Modular PCI		78.60	74.70	70.70	66.80	59.00	55.00	51.10	see representative		

discounts / notations

Government agency rate is same as 8x rate. **Non-profit** rate is same as 52x rate.

Repeat same ad within 6 days - 1st rerun 25% off, 2nd rerun 35% off, 3rd rerun 40% off

Early week discount - pick up ad running Wed. - Sun. into Mon. or Tues. 45% off

* Requires contract.

** All color charges are at the regular rate card price. No discounting.