

# Zoned Advertising for Whittier

Zoned ads in the Whittier Daily News are available four days a week.

## daily rates - tuesday, wednesday, friday

	Frequency	OPEN	4x*	8x*	13x*	26x*	39x*	52x*
<b>Ad Sizes</b>								
Full page	6c x 21.00	2,609.00	2,478.00	2,348.00	2,217.00	1,957.00	1,826.00	1,696.00
3/4	6c x 15.75	1,957.00	1,859.00	1,761.00	1,663.00	1,468.00	1,370.00	1,272.00
2/3	6c x 14.00 OR 4c x 21.00	1,797.00	1,707.00	1,618.00	1,528.00	1,348.00	1,258.00	1,168.00
1/2	6c x 10.50 OR 3c x 21.00	1,348.00	1,281.00	1,213.00	1,146.00	1,011.00	944.00	876.00
1/3	6c x 7.00 OR 3c x 14.00	918.00	872.00	826.00	781.00	689.00	643.00	597.00
1/4	6c x 5.25 OR 3c x 10.50	689.00	654.00	620.00	586.00	517.00	482.00	448.00
1/6	6c x 3.50 OR 3c x 7.00	469.00	446.00	422.00	399.00	352.00	328.00	305.00
1/8	3c x 5.25	352.00	334.00	317.00	299.00	264.00	246.00	229.00
1/9	2c x 7.00	313.00	297.00	282.00	266.00	235.00	219.00	204.00
1/12	3c x 3.50 OR 2c x 5.25	242.00	230.00	218.00	206.00	182.00	170.00	157.00
Non Modular PCI		24.20	23.00	21.80	20.60	18.20	17.00	15.70

## sunday rates

	Frequency	OPEN	4x*	8x*	13x*	26x*	39x*	52x*
<b>Ad Sizes</b>								
Full page	6c x 21.00	2,870.00	2,726.00	2,583.00	2,439.00	2,152.00	2,009.00	1,865.00
3/4	6c x 15.75	2,152.00	2,045.00	1,937.00	1,830.00	1,614.00	1,507.00	1,399.00
2/3	6c x 14.00 OR 4c x 21.00	1,977.00	1,878.00	1,779.00	1,680.00	1,483.00	1,384.00	1,285.00
1/2	6c x 10.50 OR 3c x 21.00	1,483.00	1,409.00	1,335.00	1,260.00	1,112.00	1,038.00	964.00
1/3	6c x 7.00 OR 3c x 14.00	1,010.00	959.00	909.00	859.00	758.00	707.00	657.00
1/4	6c x 5.25 OR 3c x 10.50	758.00	720.00	682.00	644.00	568.00	530.00	493.00
1/6	6c x 3.50 OR 3c x 7.00	516.00	490.00	464.00	439.00	387.00	361.00	335.00
1/8	3c x 5.25	387.00	368.00	348.00	329.00	290.00	271.00	252.00
1/9	2c x 7.00	344.00	327.00	310.00	293.00	258.00	241.00	224.00
1/12	3c x 3.50 OR 2c x 5.25	266.00	253.00	240.00	226.00	200.00	186.00	173.00
Non Modular PCI		26.60	25.30	24.00	22.60	20.00	18.60	17.30

## 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

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

\* Requires contract.