



Forum
Communications
Company

Classified Advertising Rates and Information

Effective October 1, 2011

Classified Commercial

Real Estate, Auctions, Automotive & Merchandise Rates

Duluth News Tribune Broadsheet & Tabloid

Weekly Frequency Incentives

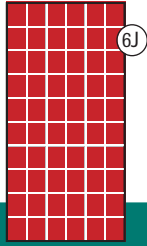
Number of ads within 7 days	Discount
7+ times	45% off
6 times	40% off
5 times	35% off
4 times	30% off
3 times	25% off
2 times	20% off

Ad naming grid

J						
I						
H						
G						
F						
E						
D						
C						
B						
A						
	1	2	3	4	5	6

Weekly frequency incentives are in addition to the annual spending commitment incentive. Identical ad must run each day to qualify for frequency incentive. All rates at left do not include frequency incentives, section premiums, or color charges. For non-standard size rates, please contact your account executive.

DOMINANCE



Full Page

Mon-Wed	\$2509
Thu-Sat	\$3136
Sunday	\$4076

Premium Positions +15%
Full Color +20%

Modular Ad Discount

 20%	 5%
 10%	 2.5%

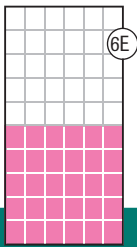
Also available:

Broadsheet:

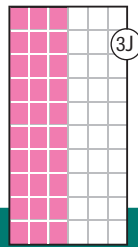
Double Truck, 2 Facing Pages, Half Double Truck (each -20%)

* All Modular sizes except 6J and 3J can be used in either broadsheet or tabloid format.

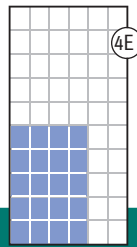
IMPACT



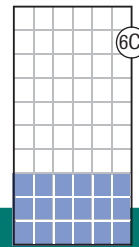
1/2 page horizontal



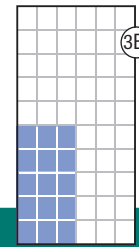
1/2 page vertical



1/3 page



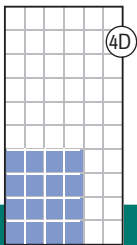
3/10 page



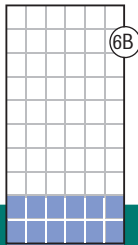
1/4 page vertical

Mon-Wed	\$1411	\$1411	\$993	\$894	\$745
Thu-Sat	\$1764	\$1764	\$1241	\$1117	\$931
Sunday	\$2293	\$2293	\$1614	\$1452	\$1210

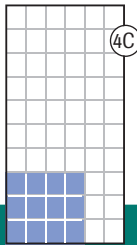
BREAKTHROUGH



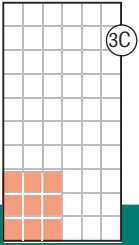
4/15 page



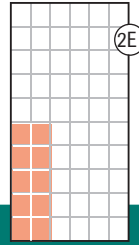
1/5 page



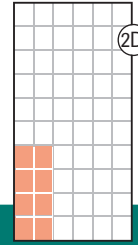
1/5 page



3/20 page



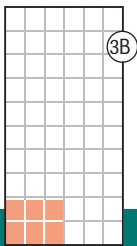
1/6 page



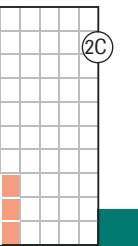
2/15 page

Mon-Wed	\$794	\$596	\$596	\$459	\$510	\$408
Thu-Sat	\$993	\$745	\$745	\$573	\$637	\$510
Sunday	\$1291	\$968	\$968	\$745	\$828	\$662

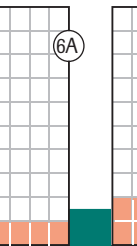
PRESENCE



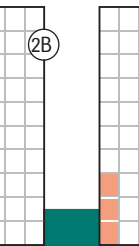
1/10 page



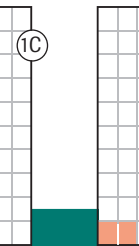
1/10 page



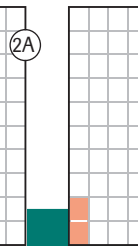
1/10 page



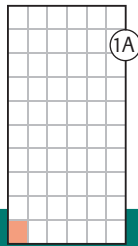
1/15 page



1/20 page horz.



1/30 page vert.



1/30 page



1/60 page

Mon-Wed	\$306	\$306	\$306	\$204	\$153	\$102	\$102	\$51
Thu-Sat	\$382	\$382	\$382	\$255	\$191	\$127	\$127	\$64
Sunday	\$497	\$497	\$497	\$331	\$248	\$166	\$166	\$83

Classified Commercial

Rental Rates

Weekly Frequency Incentives

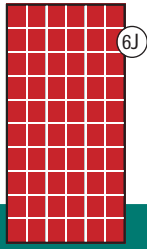
Number of ads within 7 days	Discount
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Weekly frequency incentives are in addition to the annual spending commitment incentive. Identical ad must run each day to qualify for frequency incentive. All rates at left do not include frequency incentives, section premiums, or color charges. For non-standard size rates, please contact your account executive.

DOMINANCE



Full Page

Mon-Wed	\$3584
Thu-Sat	\$4480
Sunday	\$5823

Premium Positions +15%
Full Color +20%

Modular Ad Discount

	20%		5%
	10%		2.5%

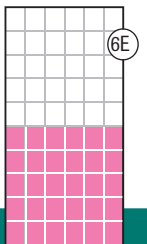
Also available:

Broadsheet:

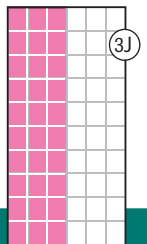
Double Truck, 2 Facing Pages, Half Double Truck (each -20%)

* All Modular sizes except 6J and 3J can be used in either broadsheet or tabloid format.

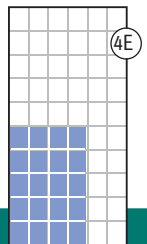
IMPACT



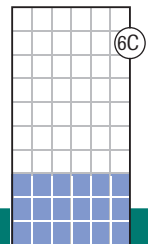
1/2 page horizontal



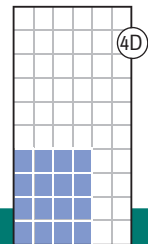
1/2 page vertical



1/3 page



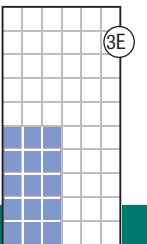
3/10 page



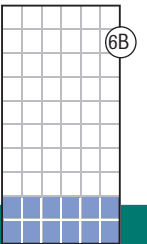
4/15 page

Mon-Wed	\$2016	\$2016	\$1419	\$1277	\$1135
Thu-Sat	\$2520	\$2520	\$1773	\$1596	\$1419
Sunday	\$3276	\$3276	\$2305	\$2075	\$1844

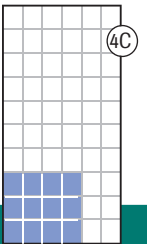
BREAKTHROUGH



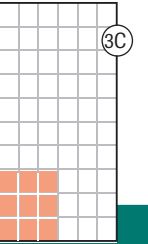
1/4 page vertical



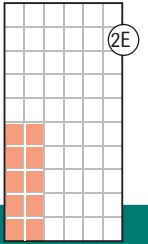
1/5 page



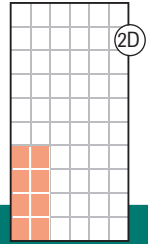
1/5 page



3/20 page



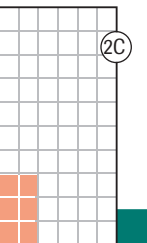
1/6 page



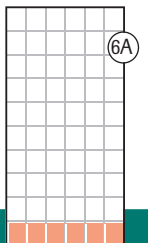
1/10 page

Mon-Wed	\$1064	\$851	\$851	\$655	\$728	\$582
Thu-Sat	\$1330	\$1064	\$1064	\$819	\$910	\$728
Sunday	\$1729	\$1383	\$1383	\$1065	\$1183	\$946

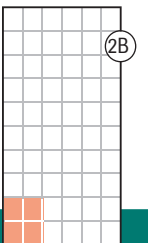
PRESENCE



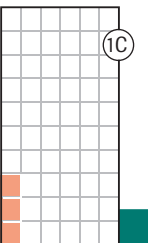
1/10 page



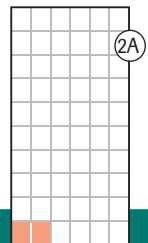
1/10 page



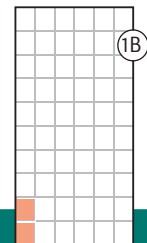
1/15 page



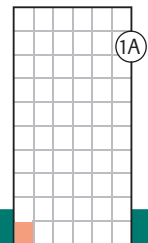
1/20 page



1/30 page horz.



1/30 page vert.



1/60 page

Mon-Wed	\$437	\$437	\$291	\$218	\$146	\$146	\$73
Thu-Sat	\$546	\$546	\$364	\$273	\$182	\$182	\$91
Sunday	\$710	\$710	\$473	\$355	\$237	\$237	\$118

Classified Advertising

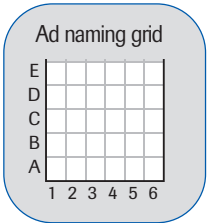
Turbo Flight Plan

Duluth News Tribune Broadsheet & Budgeteer

Choose one ad from Mon.-Wed.; choose one ad from Thu.-Sat;
a Sunday ad is included. An ad in the Budgeteer can also be added for total market coverage.

All rates do not include frequency incentives, section premiums, or color charges. Please see other Terms and Conditions at duluthnewstribune.com. For non-standard size rates please contact your account executive.

This pricing model is intended for estimating purposes only, and should not be considered a contract for advertising space in the Duluth News Tribune.



Merchandise Real Estate Auto

Premium Positions +15%
Full Color +20%

Modular Ad Discount

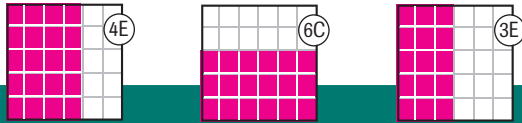
■ 20%	■ 5%
■ 10%	■ 2.5%

* Prices rounded to the nearest dollar. Invoice will show detailed prices after all discounts/ premiums have been applied.

Also available: Broadsheet: Double Truck, 2 Facing Pages, Half Double Truck (each ~20%)

* All Modular sizes except 6J and 3J can be used in either broadsheet or tabloid format.

IMPACT



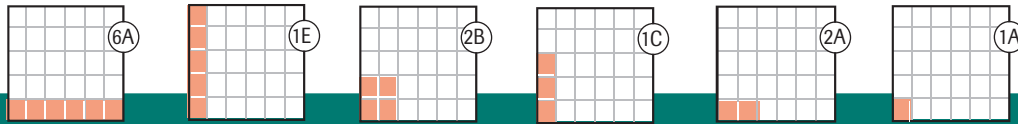
DNT	\$2615 for 3 ads	\$2354 for 3 ads	\$1961 for 3 ads
DNT+Budge	\$3015 for 4 ads	\$2714 for 4 ads	\$2261 for 4 ads

BREAKTHROUGH



DNT	\$1569 for 3 ads	\$1342 for 3 ads	\$1208 for 3 ads
DNT+Budge	\$1809 for 4 ads	\$1542 for 4 ads	\$1388 for 4 ads

PRESENCE



DNT	\$805 for 3 ads	\$671 for 3 ads	\$537 for 3 ads	\$403 for 3 ads	\$269 for 3 ads	\$134 for 3 ads
DNT+Budge	\$925 for 4 ads	\$771 for 4 ads	\$617 for 4 ads	\$463 for 4 ads	\$309 for 4 ads	\$154 for 4 ads