



California Newspaper Publishers Association

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All rates are subject to rate confirmation from individual states prior to placement

Updated 8/7/09

Nationwide Classified Ad Networks Ratecard

State/Region	25-Words	Extra wds	Circulation	Newspapers	Cost/thousand
Alabama	\$210	\$7.50	890,000	116	\$0.24
Alaska	\$649	\$14.00	288,500	32	\$2.25
Arizona*	\$330	\$11.00	1,230,894	91	\$0.27
South Central	\$150	\$11.00	94,429	27	\$1.59
North Central	\$150	\$11.00	112,700	15	\$1.33
Eastern	\$150	\$11.00	94,535	15	\$1.59
Western	\$150	\$11.00	80,805	9	\$1.86
Arkansas	\$275	\$10.00	1,300,000	126	\$0.21
Northeast	\$100	\$10.00	411,013	30	\$0.24
Central	\$100	\$10.00	150,585	28	\$0.66
Northwest	\$100	\$10.00	305,026	33	\$0.33
Southern	\$100	\$10.00	325,644	34	\$0.31
California	\$550	\$15.00	3,100,000	240	\$0.18
Northern	\$350	\$10.00	1,500,000	120	\$0.23
Southern	\$365	\$10.00	1,900,000	120	\$0.19
Colorado	\$250	\$7.50	736,705	106	\$0.34
Northwest	\$130	\$7.00	15,663	4	\$8.30
Southwest	\$155	\$7.00	90,435	20	\$1.71
Southeast	\$205	\$7.00	148,832	23	\$1.38
Northeast	\$180	\$7.00	132,263	27	\$1.36
Metro	\$230	\$7.00	349,512	32	\$0.66
Florida	\$475	\$10.00	1,830,904	131	\$0.26
North	\$150	\$10.00	324,534	44	\$0.46
South	\$175	\$10.00	520,950	26	\$0.34
Central	\$325	\$10.00	1,021,102	59	\$0.32
Georgia	\$350	\$8.00	1,200,000	105	\$0.29
Hawaii	\$660	\$9.50	1,064,600	25	\$0.62
Idaho	\$275	\$5.00	104,799	13	\$2.62
Illinois	\$460	\$10.00	1,917,219	370	\$0.24
Northern	\$225	\$10.00	551,877	88	\$0.41
Southern	\$225	\$10.00	273,757	72	\$0.82
Central	\$225	\$10.00	417,541	101	\$0.54
Chicagoland	\$325	\$10.00	802,173	129	\$0.41
Indiana	\$320	\$10.00	928,182	140	\$0.34
Central	\$245	\$10.00	247,555	36	\$0.99
North	\$245	\$10.00	312,319	48	\$0.78

Nationwide Classified Ad Networks Ratecard

State/Region	25-Words	Extra wds	Circulation	Newspapers	Cost/thousand
<i>South</i>	\$245	\$10.00	368,308	56	\$0.67
Iowa	\$300	\$9.00	1,159,865	242	\$0.26
<i>Northwest</i>	\$110	\$4.00	487,239	69	\$0.23
<i>Northeast</i>	\$110	\$4.00	209,940	57	\$0.52
<i>Southwest</i>	\$110	\$4.00	242,223	62	\$0.45
<i>Southeast</i>	\$110	\$4.00	220,463	54	\$0.50
Kansas	\$300	\$12.00	500,000	112	\$0.60
Kentucky	\$250	\$7.00	876,000	65	\$0.29
Louisiana	\$265	\$9.00	1,267,511	121	\$0.21
<i>Northern</i>	\$175	\$9.00	325,527	37	\$0.54
<i>Southeast</i>	\$175	\$9.00	457,315	44	\$0.38
<i>Southwest</i>	\$175	\$8.00	484,939	40	\$0.36
Maryland/Del-DC	\$495	\$8.00	2,807,471	120	\$0.18
<i>Maryland MD</i>	\$445	\$8.00	1,982,605	98	\$0.22
Michigan	\$299	\$7.00	1,660,178	139	\$0.18
Minnesota	\$199	\$10.00	1,000,000	240	\$0.20
<i>Central East</i>	\$80	\$6.00	178,144	30	\$0.45
<i>Central West</i>	\$80	\$6.00	182,050	51	\$0.44
<i>Northern</i>	\$80	\$6.00	321,928	69	\$0.25
<i>Southern</i>	\$80	\$6.00	203456	85	\$0.39
Mississippi	\$210	\$8.00	1,001,851	104	\$0.21
Missouri	\$300	\$10.00	1,050,211	209	\$0.29
Montana	\$139	\$4.00	250,000	70	\$0.56
Nebraska	\$210	\$7.00	369,151	176	\$0.57
Nevada	\$149	\$5.00	380,000	21	\$0.39
New England Daily	\$300	\$5.00	960,064	49	\$0.31
<i>Central (MA)</i>	\$125	\$5.00	242,117	8	\$0.52
<i>Northern (ME/NH/VT)</i>	\$150	\$5.00	309,857	19	\$0.48
<i>Southern (CT/RI)</i>	\$175	\$5.00	408,090	22	\$0.43
New England Weekly	\$295	\$8.00	1,979,131	243	\$0.15
<i>Southern (CT+RI)</i>	\$120	\$6.00	521,970	53	\$0.23
<i>Tri-State (ME/NH/VT)</i>	\$110	\$6.00	410,189	48	\$0.27
<i>Bay State (MA)</i>	\$185	\$6.00	1,046,972	142	\$0.18
New Jersey	\$495	\$13.00	2,400,000	150	\$0.21
South	\$175				
North	\$399				
New Mexico	\$154	\$5.00	213,795	28	\$0.72
New York (D)	\$425	\$15.00	1,201,239	53	\$0.35

Nationwide Classified Ad Networks Ratecard

State/Region	25-Words	Extra wds	Circulation	Newspapers	Cost/thousand
New York (W)	\$425	\$10.00	1,962,441	282	\$0.22
<i>New York City</i>	\$275	\$10.00	907,601	59	\$0.30
<i>Long Island</i>	\$195	\$10.00	361,579	70	\$0.54
<i>Western</i>	\$195	\$10.00	380,171	85	\$0.51
<i>Central</i>	\$195	\$10.00	313,090	68	\$0.62
North Carolina	\$330	\$10.00	1,803,211	118	\$0.18
North Dakota	\$150	\$5.00	315,000	90	\$0.48
Ohio	\$295	\$10.00	1,578,178	154	\$0.19
Oklahoma	\$285	\$10.00	1,200,000	194	\$0.24
Oregon	\$250	\$8.00	551,096	75	\$0.45
Pennsylvania	\$475	\$10.00	2,575,346	158	\$0.18
<i>Eastern</i>	\$315	\$10.00	1,627,212	89	\$0.19
<i>Western</i>	\$265	\$10.00	948,134	69	\$0.28
South Carolina	\$375	\$12.00	1,241,000	107	\$0.30
<i>Upstate</i>	\$220		364,226	32	
<i>Midlands</i>	\$220		407,244	39	
<i>PeeDee</i>	\$150		214,435	21	
<i>LowCountry</i>	\$150		272,940	17	
South Dakota	\$150	\$5.00	319,000	137	\$0.47
Tennessee	\$265	\$10.00	669,645	84	\$0.40
<i>Eastern</i>	\$115	\$10.00	291,454	28	\$0.39
<i>Middle</i>	\$115	\$10.00	254,911	36	\$0.45
<i>Western</i>	\$95	\$10.00	123,280	20	\$0.77
Texas	\$500	\$14.00	961,143	297	\$0.52
<i>South</i>	\$230	\$6.00	424,763	100	\$0.54
<i>West</i>	\$230	\$6.00	249,575	101	\$0.92
<i>North</i>	\$230	\$6.00	286,805	96	\$0.80
Utah	\$163	\$5.00	340,000	48	\$0.48
Virginia	\$275	\$10.00	1,364,714	98	\$0.20
Washington	\$255	\$10.00	788,000	86	\$0.32
West Virginia	\$250	\$7.00	638,922	69	\$0.39
Wisconsin	\$300	\$10.00	1,004,000	166	\$0.30
<i>Northeast</i>	\$100	\$5.00	317,000	42	\$0.32
<i>Northwest</i>	\$100	\$5.00	329,000	48	\$0.30
<i>Southeast</i>	\$100	\$5.00	194,000	31	\$0.52
<i>Southwest</i>	\$100	\$5.00	164,000	45	\$0.61
Wyoming	\$135	\$5.00	179,000	42	\$0.75

Nationwide Classified Ad Networks Ratecard

State/Region	25-Words	Extra wds	Circulation	Newspapers	Cost/thousand
Daily Networks*					
Arizona (1 day M,W,F)	\$75	\$25.00	585,731	3	\$0.13
Arkansas (5 days M-F)	\$375		543,230	44	\$0.69
Florida (2 days M-F)	\$650		2,643,167	24	\$0.25
Florida (3 days M-F)	\$799		2,643,167	24	\$0.30
Florida (5 days M-F)	\$999		2,643,167	24	\$0.38
Illinois (2 days M-F)	\$465		2,202,400	31	\$0.21
Illinois (3 days M-F)	\$600		2,202,400	31	\$0.27
Illinois (5 days M-F)	\$780		2,202,400	31	\$0.35
Iowa (5 days M-F)	\$475		529,000	32	\$0.90
Missouri (5 days M-F)	\$850	18 words	802,000	8	KC Star 1 day
Pacific NW (3 day F-S)	\$500	\$50.00	1,438,713	24	\$0.35
Pennsylvania 2x2 (1day)	\$500		500,000	30	\$1.00
Weekly/Daily Combo	\$1,200		1,500,000	108	\$0.80
National Newspaper Networks					
Alternative Newspapers	\$1,200	\$45.00	6,607,367	107	41 states
Classified Ave (Sub)	\$1,330	\$35.00	14,290,503	1009	26 states
Gatehouse Media	\$320	\$10.00	1,760,563	243	15 states

* All ads are subject to rate confirmation from states requested.

*Some daily networks restrict automotive, real estate and recruitment ads. Most ads need pre-approval