California Newspaper Publishers Association
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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	$599	$14.00	368,400	35	$1.63
Arizona*	$330	$11.00	1,121,530	92	$0.29
Arkansas	$275	$10.00	970,000	126	$0.28
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	$450	$15.00	3,100,000	235	$0.15
Northern	$350	$10.00	1,500,000	125	$0.23
Southern	$365	$10.00	1,900,000	110	$0.19
Colorado	$250	$7.00	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	2,226,674	165	$0.21
Georgia	$300	$7.00	1,200,000	105	$0.25
Hawaii	$635	$9.50	1,223,100	31	$0.52
Idaho	$275		104,799	13	$2.62
Illinois	$525	$10.00	1,917,219	370	$0.27
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
South	$245	$10.00	368,308	56	$0.67
Iowa	$300	$9.00	1,159,865	242	$0.26
Northwest	$110	$4.00	487,239	69	$0.23
Northeast	$110	$4.00	209,940	57	$0.52
Southwest	$110	$4.00	242,223	62	$0.45
Southeast	$110	$4.00	220,463	54	$0.50
Kansas	$300	$12.00	500,000	112	$0.60

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State/Region	25-Words	Extra wds	Circulation	Newspapers	Cost/thousand
Kentucky	$250	$7.00	876,000	65	$0.29
Louisiana	$265	$9.00	1,267,511	121	$0.21
Northern	$175	$9.00	325,527	37	$0.54
Southeast	$175	$9.00	457,315	44	$0.38
Southwest	$175	$8.00	484,939	40	$0.36
Maryland/Del-DC	$495	$8.00	2,807,471	120	$0.18
Maryland MD	$445	$8.00	1982605	98	$0.22
Michigan	$299	$7.00	1,660,178	139	$0.18
Minnesota	$199	$10.00	1,000,000	240	$0.20
Central East	$80	$6.00	178,144	30	$0.45
Central West	$80	$6.00	182,050	51	$0.44
Northern	$80	$6.00	321,928	69	$0.25
Southern	$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
Central (MA)	$125	$5.00	242,117	8	$0.52
Northern (ME/NH/VT)	$150	$5.00	309,857	19	$0.48
Southern (CT/RI)	$175	$5.00	408,090	22	$0.43
New England Weekly	$295	$8.00	1,979,131	243	$0.15
Southern (CT+RI)	$120	$6.00	521,970	53	$0.23
Tri-State (ME/NH/VT)	$110	$6.00	410,189	48	$0.27
Bay State (MA)	$185	$6.00	1,046,972	142	$0.18
New Jersey	$475	$13.00	2,400,000	150	$0.20
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
New York (W)	$425	$10.00	1,962,441	282	$0.22
New York City	$275	$10.00	907,601	59	$0.30
Long Island	$195	$10.00	361,579	70	$0.54
Western	$195	$10.00	380,171	85	$0.51
Central	$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

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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
Eastern	$315	$10.00	1,627,212	89	$0.19
Western	$265	$10.00	948,134	69	$0.28
South Carolina	$375	$12.00	1,241,000	107	$0.30
South Dakota	$150	$5.00	319,000	137	$0.47
Tennessee	$265	$10.00	669,645	84	$0.40
Eastern	*$115*	$10.00	291,454	28	$0.39
Middle	*$115*	$10.00	254,911	36	$0.45
Western	*$95*	$10.00	123,280	20	$0.77
Texas	$450	$14.00	961,143	297	$0.47
South	$195	$6.00	424,763	100	$0.46
West	$195	$6.00	249,575	101	$0.78
North	$195	$6.00	286,805	96	$0.68
Utah	$163	$5.00	340,000	48	$0.48
Virginia	$275	$10.00	1,364,714	98	$0.20
Washington	$195	$8.00	788,000	86	$0.25
West Virginia	$250	$7.00	638,922	69	$0.39
Wisconsin	$250	$10.00	1,004,000	166	$0.25
Northeast	$80	$5.00	317,000	42	$0.25
Northwest	$80	$5.00	329,000	48	$0.24
Southeast	$80	$5.00	194,000	31	$0.41
Southwest	$80	$5.00	164,000	45	$0.49
Wyoming	$135	$5.00	179,000	42	$0.75

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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

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