

# Local Display Rates (NET)

## Open Rate \$19.93

### Annual Contract Rates

<i>Annual Inches</i>	<i>Rate</i>
250.....	\$16.09
500.....	\$15.93
750.....	\$15.73
1,000.....	\$15.46
1,500.....	\$15.31
2,000.....	\$15.13
2,500.....	\$14.95
3,000.....	\$14.77
4,000.....	\$14.42
5,000.....	\$14.22

Tearsheets will be given upon request.  
Affidavits will be issued in place of tearsheets.

### Political Rates

Candidates for local offices in our market area will be charged local open or contract rates, whichever is applicable. Cash with copy is required. Repeat discounts apply.

### Guaranteed Position Rate

A premium of 25% will be added to the total ad cost for guaranteed positioning of advertisements.

### Color Rates

One Color.....	\$155
Two Colors.....	\$200
Three Colors.....	\$275
Four (Full) Colors.....	\$310
Separations (Per Photo).....	\$80

### Online Advertising

Ask your account representative about online advertising opportunities. The Daily Advance.com offers several online packages. With over 60,000 unique visitors and nearly a million page views over a 30 day period, why wouldn't online advertising be an effective medium?

## Expanded Reach Pick Up Rates

Perquimans Weekly (Retail).....	\$5.20
Perquimans Weekly (Class).....	\$3.45
Currituck Advance.....	\$4.15
*Extra (Wednesday TMC).....	\$4.28
Chowan Herald (Retail).....	\$5.25
Chowan Herald (Class).....	\$5.15

*\*13,500 Additional Circulation*

### Local Business Builder Rates

Ads to run every issue for one month (30x). Includes (4) non-subscriber editions. Per Inch, Per Month/ Per Day...**\$321.00/ \$10.70**

Ads to run every other day for one month (17x). Includes (4) non-subscriber editions. Per Inch, Per Month/Per Day...**\$209.00/\$13.95**

### TV/ Weather Page

4 column x 2 inch ad in full color when available that will be placed with the weather forecast or entertainment schedule. Available on contract terms only. **\$65.00 per run.**

### Repeat Discounts

Any ad run at full price can be repeated within a 6 day period and earn the following discounts (no copy changes permitted):

2 <sup>nd</sup> Ad.....	25% Discount
3 <sup>rd</sup> Ad.....	35% Discount
4 <sup>th</sup> , 5 <sup>th</sup> , 6 <sup>th</sup> , 7 <sup>th</sup> Ad.....	40% Discount

### General Rate Policy

Local display and classified advertising are charged at open rate for advertisers who have not signed an annual contract.