

# DISPLAY ADVERTISING RATES

FREQUENCY CONTRACT DISCOUNTS					
Minimum inches required	4-9"	10-19"	20-39"	40-79"	80"
52 Consecutive Weeks	\$6.65	\$6.55	\$6.45	\$6.15	\$5.75
26 Consecutive Weeks	\$7.40	\$7.20	\$7.10	\$6.80	\$6.25
13 Consecutive Weeks	\$8.55	\$8.35	\$8.15	\$7.55	\$7.10

  

YEARLY BULK CONTRACTS							
125"	200"	400"	600"	800"	1,000"	1,500"	2,000"
\$8.75	\$8.45	\$8.10	\$8.00	\$7.60	\$7.45	\$7.10	\$6.95

**Color**—Full-color \$100. Spot color \$50.

Rates effective April 1, 2011

**Open Rate**  
\$10.15 per col. inch

**Legal Display**  
\$10.15 per col. inch  
*(includes affidavit)*

**Churches, school organizations,  
recognized charities**  
\$7.90 per col. inch

Advertisements are payable in advance until credit has been established. All charged advertising is to be **paid for by the 15th of the month** following publication. Advertisements must be as many inches in depth as they are columns wide. The minimum size is 1 column wide by 2 inches deep.

Placement of all advertising is at the option of the publisher. Preferred/guaranteed positions, when available, will be charged an additional 25% with a minimum ad size of 5 column inches. The Enterprise reserves the right to refuse or cancel any advertisement at any time and the right to revise or reject any

advertising copy. All advertising is accepted subject to final approval by the publisher. The Enterprise will not extend credit for advertising orders or space reservations which claim sequential liability.

**Display Advertising  
Deadlines**

Displays, Legals,  
Classified Display  
**12 NOON FRIDAY**  
*(with artwork, 3 p.m. THURSDAY)*

*All deadlines move up at least 1  
business day in weeks before holidays*

In the event advertiser does not use the minimum space called for by a contract agreement, the advertiser agrees to

pay for space used at the rate actually earned in accordance with the prevailing rate card of The Enterprise. Contract advertising **not paid by the 25th of the month following publication will be rebilled at the prevailing open rate.**



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