



# CALL & POST NEWSPAPER

## Classified & Legal Advertising Rates

**Classified**

**Legal**

**18.88 – Liners**  
**32.16 – Display**

**26.07**

**Column Width**

	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>	<b>8</b>	<b>9</b>	<b>10</b>
INCH	1.082'	2.245"	3.428"	4.60'	5.772'	6.945'	8.12'	9.298"	10.463'	11.625'

**Discount Rates for Repeat or Long Term Placements**

**Classified Pages Are 10 Columns Wide**

<b>BROADSHEET OR TABLOID</b> <i>Rates Per Column Inch</i>	<b>CLEVELAND</b> <i>Metro Edition</i>	<b>COLUMBUS</b> <i>Metro Edition</i>	<b>CINCINNATI</b> <i>State Edition</i>	<b>NATIONAL</b> <i>All Editions</i>
<b>LEGAL TRANSIENT</b>	<b>26.07</b>	<b>17.88</b>	<b>13.16</b>	<b>53.11</b>
2- consecutive weeks	25.55	17.36	12.90	51.90
3- consecutive weeks	25.04	16.85	12.64	50.71
4- consecutive weeks	24.54	16.35	12.39	49.55
<b>CLASSIFIED DISPLAY</b>	<b>32.16</b>	<b>22.24</b>	<b>13.42</b>	<b>63.07</b>
2- consecutive weeks	30.31	21.79	13.15	60.68
6- consecutive weeks	27.55	18.75	12.88	57.45
8- consecutive weeks	25.88	17.60	12.62	55.26
12-consecutive weeks	21.98	14.94	12.37	51.11
<b>CLASSIFIED LINERS</b>	<b>18.88</b>	<b>12.46</b>	<b>9.47</b>	<b>38.07</b>
2- consecutive weeks	15.53	12.17	9.28	34.39
6- consecutive weeks	14.88	11.89	9.09	34.78
8- consecutive weeks	13.88	11.61	8.91	33.36
12-consecutive weeks	12.88	11.34	8.73	31.96

**All Local Advertising Rates are Net Rates Effective through December 31, 2007**

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