

THE REGISTER CITIZEN

Broadsheet	OPEN RATE Daily & Sunday
Open Rate	\$20.66
Skybox	\$247.92
Front page Banner	\$371.88
Dbl truck broadsheet	\$5,371.60
Full page	\$2,479.20
3/4 page	\$1,859.40
1/2 page	\$1,239.60
2/5 page	\$991.68
1/3 page	\$826.40
1/4 page	\$619.80
1/5 page	\$495.84
1/6 page	\$413.20
3/20 page	\$371.88
1/8 page	\$309.90
1/10 page	\$247.92
1/12 page	\$206.60
1/16 page	\$154.95
2/30 page	\$165.28
1/20 page	\$123.96
1/30 page	\$82.64
1/40 page	\$61.98
1 /60 page	\$41.32

Tab	OPEN RATE Daily & Sunday
Open Rate	\$20.66
Dbl truck tab	\$2,578.37
Full page tab	\$1,190.02
2/3 page	\$826.40
1/2 page	\$588.81
2/5 page	\$495.84
1/3 page	\$392.54
3/10 page	\$371.88
1/4 page	\$294.41
1/6 page	\$196.27
1/8 page	\$143.17
2/15 page	\$165.28
1/10 page	\$123.96
1/15 page	\$82.64
1/20 page	\$61.98
1/30 page	\$41.32

2011 Modular Rate Card