

# Local Retail (Commissionable)

## RETAIL COMMISSIONABLE RATE POLICY

Retail commissionable rates are available to MediaOne of Utah-recognized advertising agencies placing advertising for retail accounts as defined in MediaOne of Utah's Retail Rate Card. Although billing may be established directly with the agency, the advertiser remains jointly and severally responsible for payment of all invoices.

## RETAIL COMMISSIONABLE ADVERTISING RATES

(Cost per column inch)

	Combined Newspapers		Individual Newspaper	
	Daily	Sunday	Daily	Sunday
<b>Open Rate</b>	\$119.08	\$140.31	\$102.39	\$122.93
<b>75"</b>	\$76.72	\$90.33	\$65.95	\$79.13
<b>150"</b>	\$74.86	\$88.19	\$64.38	\$77.28
<b>300"</b>	\$73.54	\$86.61	\$63.25	\$75.88
<b>500"</b>	\$72.72	\$85.73	\$62.60	\$75.12
<b>850"</b>	\$71.73	\$84.51	\$61.67	\$74.04
<b>1500"</b>	\$70.65	\$83.19	\$60.74	\$72.89
<b>3,500"</b>	\$68.41	\$80.76	\$58.82	\$70.61
<b>5,200"</b>	\$68.00	\$80.05	\$58.47	\$70.14

## DOLLAR VOLUME CONTRACT RATES

(Cost per column inch)

	Combined Newspapers		Individual Newspaper	
	Daily	Sunday	Daily	Sunday
<b>300,000"</b>	\$67.45	\$79.81	\$59.10	\$70.96
<b>400,000"</b>	\$66.14	\$79.40	\$57.94	\$69.57
<b>500,000"</b>	\$65.14	\$78.11	\$57.08	\$68.44
<b>650,000"</b>	\$63.98	\$76.81	\$56.04	\$67.32
<b>800,000"</b>	\$63.39	\$76.10	\$55.53	\$66.69
<b>1,000,000"</b>	\$60.21	\$72.29	\$52.77	\$63.35
<b>1,500,000"</b>	\$57.19	\$68.69	\$50.11	\$60.20
<b>2,000,000"</b>	\$54.34	\$65.25	\$47.61	\$57.18
<b>2,500,000"</b>	\$51.63	\$61.97	\$45.24	\$54.32

### To learn more

Contact your MediaOne Account Executive, or call 801.204.6300 or visit us at [mediaoneutah.com](http://mediaoneutah.com)

## DISCOUNTS

(Frequency discount)

- Any full-run, full-rate advertisement may be republished Monday or Tuesday, if it falls within six days following the first insertion, at a 35% discount, or Wednesday through Saturday, if it falls within six days following first insertion, at a 25% discount.
- Discounted full-run ads receive full space credit toward contract fulfillment.
- No art, copy or size changes are allowed on ads given the repeat discount.
- Discounts apply to color charges, except as indicated.
- If an advertisement initially runs in one newspaper, it may be picked up only into that newspaper with discounts.
- Sunday insertions are not eligible for discounts.

## COLOR RATES

(Cost per insertion)

	Mon-Wed	Thurs-Sun
<b>Black+</b>		
<b>1 Color</b>	\$941	\$1,176
<b>2 Color</b>	\$1,294	\$1,530
<b>Full Color</b>	\$1,647	\$1,883

## HOLIDAY RATES

Sunday rates and policies apply to Memorial Day, Independence Day, Pioneer Day (July 24), Labor Day, Thanksgiving weekend (Thursday-Sunday), Christmas Day and New Year's Day. No discounts available on above dates.

## NONPROFIT RATE

- Applies to recognized charitable organizations.
- Organizations must have a 501(c)(3) charity status to apply for nonprofit rate.
- Ad copy must be approved prior to publication.
- No additional discounts apply.

	Combined Newspapers		Individual Newspaper	
	Daily	Sunday	Daily	Sunday
<b>Retail</b>	\$60.97	\$71.83	\$52.42	\$62.93
<b>Retail Comm.</b>	\$71.73	\$84.51	\$61.67	\$74.04
<b>National/General</b>	\$136.39	\$161.32	\$108.46	\$117.63

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## RELIGION RATE

- Applies to religious organizations.
- No additional discounts apply.

<i>Combined Newspapers</i>	
<i>Daily</i>	<i>Sunday</i>
\$60.00	\$70.00

## POLITICAL ADVERTISING

- Retail rates are extended to single-candidate advertisers within Salt Lake, Utah, Davis, Weber, Tooele, Summit and Wasatch counties.
- General rates apply to political party, multiple candidate advertising and national candidate advertisers.
- All political advertising requires cash in advance.
- Ad copy must be approved prior to publication.

	<i>Combined Newspapers</i>		<i>Individual Newspaper</i>	
	<i>Daily</i>	<i>Sunday</i>	<i>Daily</i>	<i>Sunday</i>
<b>Retail</b>	\$101.21	\$119.25	\$87.02	\$104.49
<b>Retail Comm.</b>	\$119.07	\$140.29	\$102.38	\$122.93
<b>National/General</b>	\$253.50	\$298.90	\$202.77	\$239.12

## PUBLIC OPINION & CLASS-ACTION ADVERTISING

- Open retail rates or open general rates apply. See the appropriate rate card.
- Public opinion advertising requires cash in advance.
- Ad copy must be approved prior to publication.

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## TRANSIENT ADVERTISING

Road shows, lectures, seminars, circuses, concerts, hotel showroom sales and other applicable advertising of a transient nature is charged at the Open Retail or a National contract rate. Cash with copy is required.

## SPECIAL SECTION RATE

(For non-contracted advertisers)

	<i>Combined Newspapers</i>		<i>Individual Newspaper</i>	
	<i>Daily</i>	<i>Sunday</i>	<i>Daily</i>	<i>Sunday</i>
<b>Retail</b>	\$62.51	\$73.62	\$53.76	\$64.50
<b>Retail Comm.</b>	\$73.54	\$86.61	\$63.25	\$75.88
<b>National/General</b>	\$146.21	\$170.76	\$116.96	\$126.57