

Local Retail Advertising Rates

DAILY

Annual commitment and/or #of ads per insertion order

Standard Sizes	Inches	Size	1x	4x	13x	26x	39x	52x
Business Card	4.00	2 x 2"	\$260.00	\$248.00	\$220.00	\$200.00	\$180.00	\$152.00
<i>w/color</i>			\$325.00	\$310.00	\$275.00	\$250.00	\$225.00	\$190.00
Large Business Card	6.00	2 X 3"	\$390.00	\$372.00	\$330.00	\$300.00	\$270.00	\$228.00
<i>w/color</i>			\$487.50	\$465.00	\$412.50	\$375.00	\$337.50	\$285.00
Dbl. Business Card	8.00	2 x 4"	\$520.00	\$496.00	\$440.00	\$400.00	\$360.00	\$304.00
<i>w/color</i>			\$650.00	\$620.00	\$550.00	\$500.00	\$450.00	\$380.00
Building Block	10.00	2 X 5"	\$650.00	\$620.00	\$550.00	\$500.00	\$450.00	\$380.00
<i>w/color</i>			\$812.50	\$775.00	\$687.50	\$625.00	\$562.50	\$475.00
Eighth Page	15.00	3 X 5"	\$975.00	\$930.00	\$825.00	\$750.00	\$675.00	\$570.00
<i>w/color</i>			\$1,218.75	\$1,162.50	\$1,031.25	\$937.50	\$843.75	\$712.50
Banner Ad	18.00	6 x 3"	\$1,170.00	\$1,116.00	\$990.00	\$900.00	\$810.00	\$684.00
<i>w/color</i>			\$1,462.50	\$1,395.00	\$1,237.50	\$1,125.00	\$1,012.50	\$855.00
Sixth Page	21.00	3 X 7"	\$1,365.00	\$1,302.00	\$1,155.00	\$1,050.00	\$945.00	\$798.00
<i>w/color</i>			\$1,706.25	\$1,627.50	\$1,443.75	\$1,312.50	\$1,181.25	\$997.50
Quarter Page	29.25	3 x 9.75"	\$1,901.25	\$1,813.50	\$1,608.75	\$1,462.50	\$1,316.25	\$1,111.50
<i>w/color</i>			\$2,376.56	\$2,266.88	\$2,010.94	\$1,828.13	\$1,645.31	\$1,389.38
Tabloid Half Page	25.00	5 x 5"	\$1,625.00	\$1,550.00	\$1,375.00	\$1,250.00	\$1,125.00	\$950.00
<i>w/color</i>			\$2,031.25	\$1,937.50	\$1,718.75	\$1,562.50	\$1,406.25	\$1,187.50
Stand Alone	90.00	5 x 18"	\$5,850.00	\$5,580.00	\$4,950.00	\$4,500.00	\$4,050.00	\$3,420.00
<i>w/color</i>			\$7,312.50	\$6,975.00	\$6,187.50	\$5,625.00	\$5,062.50	\$4,275.00
Tabloid Page	53.75	5 x 10.75"	\$3,493.75	\$3,332.50	\$2,956.25	\$2,687.50	\$2,418.75	\$2,042.50
<i>w/color</i>			\$4,367.19	\$4,165.63	\$3,695.31	\$3,359.38	\$3,023.44	\$2,553.13
Half Page	58.50	6 x 9.75"	\$3,802.50	\$3,627.00	\$3,217.50	\$2,925.00	\$2,632.50	\$2,223.00
<i>w/color</i>			\$4,753.13	\$4,533.75	\$4,021.88	\$3,656.25	\$3,290.63	\$2,778.75
Vertical Half Page	59.25	3 x 19.75"	\$3,851.25	\$3,673.50	\$3,258.75	\$2,962.50	\$2,666.25	\$2,251.50
<i>w/color</i>			\$4,814.06	\$4,591.88	\$4,073.44	\$3,703.13	\$3,332.81	\$2,814.38
3/4 Page	63.00	4 x 15.75"	\$4,095.00	\$3,906.00	\$3,465.00	\$3,150.00	\$2,835.00	\$2,394.00
<i>w/color</i>			\$5,118.75	\$4,882.50	\$4,331.25	\$3,937.50	\$3,543.75	\$2,992.50
Full Page	120.00	6 x 19.75"	\$7,800.00	\$7,440.00	\$6,600.00	\$6,000.00	\$5,400.00	\$4,560.00
<i>w/color</i>			\$9,750.00	\$9,300.00	\$8,250.00	\$7,500.00	\$6,750.00	\$5,700.00
PCI Rate			\$65.00	\$62.00	\$55.00	\$50.00	\$45.00	\$38.00

To learn more

Contact your MediaOne Account Executive, or call 801.204.6300 or visit us at mediaoneutah.com

Local Retail Advertising Rates

SUNDAY

Annual commitment and/or #of ads per insertion order

Standard Sizes	Inches	Size	1x	4x	13x	26x	39x	52x
Business Card	4.00	2 x 2"	\$324.00	\$312.00	\$280.00	\$252.00	\$228.00	\$192.00
<i>w/color</i>			\$405.00	\$390.00	\$350.00	\$315.00	\$285.00	\$240.00
Large Business Card	6.00	2 x 3"	\$486.00	\$468.00	\$420.00	\$378.00	\$342.00	\$288.00
<i>w/color</i>			\$607.50	\$585.00	\$525.00	\$472.50	\$427.50	\$360.00
Dbl. Business Card	8.00	2 x 4"	\$648.00	\$624.00	\$560.00	\$504.00	\$456.00	\$384.00
<i>w/color</i>			\$810.00	\$780.00	\$700.00	\$630.00	\$570.00	\$480.00
Building Block	10.00	2 x 5"	\$810.00	\$780.00	\$700.00	\$630.00	\$570.00	\$480.00
<i>w/color</i>			\$1,012.50	\$975.00	\$875.00	\$787.50	\$712.50	\$600.00
Eighth Page	15.00	3 x 5"	\$1,215.00	\$1,170.00	\$1,050.00	\$945.00	\$855.00	\$720.00
<i>w/color</i>			\$1,518.75	\$1,462.50	\$1,312.50	\$1,181.25	\$1,068.75	\$900.00
Banner Ad	18.00	6 x 3"	\$1,458.00	\$1,404.00	\$1,260.00	\$1,134.00	\$1,026.00	\$864.00
<i>w/color</i>			\$1,822.50	\$1,755.00	\$1,575.00	\$1,417.50	\$1,282.50	\$1,080.00
Sixth Page	21.00	3 x 7"	\$1,701.00	\$1,638.00	\$1,470.00	\$1,323.00	\$1,197.00	\$1,008.00
<i>w/color</i>			\$2,126.25	\$2,047.50	\$1,837.50	\$1,653.75	\$1,496.25	\$1,260.00
Quarter Page	29.25	3 x 9.75"	\$2,369.25	\$2,281.50	\$2,047.50	\$1,842.75	\$1,667.25	\$1,404.00
<i>w/color</i>			\$2,961.56	\$2,851.88	\$2,559.38	\$2,303.44	\$2,084.06	\$1,755.00
Tabloid Half Page	25.00	5 x 5"	\$2,025.00	\$1,950.00	\$1,750.00	\$1,575.00	\$1,425.00	\$1,200.00
<i>w/color</i>			\$2,531.25	\$2,437.50	\$2,187.50	\$1,968.75	\$1,781.25	\$1,500.00
Stand Alone	90.00	5 x 18"	\$7,290.00	\$7,020.00	\$6,300.00	\$5,670.00	\$5,130.00	\$4,320.00
<i>w/color</i>			\$9,112.50	\$8,775.00	\$7,875.00	\$7,087.50	\$6,412.50	\$5,400.00
Tabloid Full Page	53.75	5 x 10.75"	\$4,353.75	\$4,192.50	\$3,762.50	\$3,386.25	\$3,063.75	\$2,580.00
<i>w/color</i>			\$5,442.19	\$5,240.63	\$4,703.13	\$4,232.81	\$3,829.69	\$3,225.00
Half Page	58.50	6 x 9.75"	\$4,738.50	\$4,563.00	\$4,095.00	\$3,685.50	\$3,334.50	\$2,808.00
<i>w/color</i>			\$5,923.13	\$5,703.75	\$5,118.75	\$4,606.88	\$4,168.13	\$3,510.00
Vertical Half Page	59.25	3 x 19.75"	\$4,799.25	\$4,621.50	\$4,147.50	\$3,732.75	\$3,377.25	\$2,844.00
<i>w/color</i>			\$5,999.06	\$5,776.88	\$5,184.38	\$4,665.94	\$4,221.56	\$3,555.00
3/4 Page	63.00	4 x 15.75"	\$5,103.00	\$4,914.00	\$4,410.00	\$3,969.00	\$3,591.00	\$3,024.00
<i>w/color</i>			\$6,378.75	\$6,142.50	\$5,512.50	\$4,961.25	\$4,488.75	\$3,780.00
Full Page	120.00	6 x 19.75"	\$9,720.00	\$9,360.00	\$8,400.00	\$7,560.00	\$6,840.00	\$5,760.00
<i>w/color</i>			\$12,150.00	\$11,700.00	\$10,500.00	\$9,450.00	\$8,550.00	\$7,200.00
PCI Rate			\$81.00	\$78.00	\$70.00	\$63.00	\$57.00	\$48.00

To learn more

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