

Non-PMA Retail Advertising Rates

NON-PMA DAILY

Annual commitment and/or #of ads per insertion order

Standard Sizes	Inches	Size	Open	4x	13x	26x	39x	52x
Business Card	4.00	2 x 2	\$84.00	\$80.00	\$72.00	\$68.00	\$64.00	\$60.00
<i>w/color</i>			\$105.00	\$100.00	\$90.00	\$85.00	\$80.00	\$75.00
Large Business Card	6.00	2 X 3	\$126.00	\$120.00	\$108.00	\$102.00	\$96.00	\$90.00
<i>w/color</i>			\$157.50	\$150.00	\$135.00	\$127.50	\$120.00	\$112.50
DbL. Business Card	8.00	2 x 4	\$168.00	\$160.00	\$144.00	\$136.00	\$128.00	\$120.00
<i>w/color</i>			\$210.00	\$200.00	\$180.00	\$170.00	\$160.00	\$150.00
Building Block	10.00	2 X 5	\$210.00	\$200.00	\$180.00	\$170.00	\$160.00	\$150.00
<i>w/color</i>			\$262.50	\$250.00	\$225.00	\$212.50	\$200.00	\$187.50
Eighth Page	15.00	3 X 5	\$315.00	\$300.00	\$270.00	\$255.00	\$240.00	\$225.00
<i>w/color</i>			\$393.75	\$375.00	\$337.50	\$318.75	\$300.00	\$281.25
Banner Ad	18.00	6 x 3	\$378.00	\$360.00	\$324.00	\$306.00	\$288.00	\$270.00
<i>w/color</i>			\$472.50	\$450.00	\$405.00	\$382.50	\$360.00	\$337.50
Sixth Page	21.00	3 X 7	\$441.00	\$420.00	\$378.00	\$357.00	\$336.00	\$315.00
<i>w/color</i>			\$551.25	\$525.00	\$472.50	\$446.25	\$420.00	\$393.75
Quarter Page	29.25	3 x 9.75	\$614.25	\$585.00	\$526.50	\$497.25	\$468.00	\$438.75
<i>w/color</i>			\$767.81	\$731.25	\$658.13	\$621.56	\$585.00	\$548.44
Tabloid Half Page	25.00	5 x 5	\$525.00	\$500.00	\$450.00	\$425.00	\$400.00	\$375.00
<i>w/color</i>			\$656.25	\$625.00	\$562.50	\$531.25	\$500.00	\$468.75
Stand Alone	90.00	5 x 18	\$1,890.00	\$1,800.00	\$1,620.00	\$1,530.00	\$1,440.00	\$1,350.00
<i>w/color</i>			\$2,362.50	\$2,250.00	\$2,025.00	\$1,912.50	\$1,800.00	\$1,687.50
Tabloid Page	53.75	5 x 10.75	\$1,128.75	\$1,075.00	\$967.50	\$913.75	\$860.00	\$806.25
<i>w/color</i>			\$1,410.94	\$1,343.75	\$1,209.38	\$1,142.19	\$1,075.00	\$1,007.81
Half Page	58.50	6 x 9.75	\$1,228.50	\$1,170.00	\$1,053.00	\$994.50	\$936.00	\$877.50
<i>w/color</i>			\$1,535.63	\$1,462.50	\$1,316.25	\$1,243.13	\$1,170.00	\$1,096.88
Vertical Half Page	59.25	3 x 10.75	\$1,244.25	\$1,185.00	\$1,066.50	\$1,007.25	\$948.00	\$888.75
<i>w/color</i>			\$1,555.31	\$1,481.25	\$1,333.13	\$1,259.06	\$1,185.00	\$1,110.94
3/4 Page	63.00	4 x 15.75	\$1,323.00	\$1,260.00	\$1,134.00	\$1,071.00	\$1,008.00	\$945.00
<i>w/color</i>			\$1,653.75	\$1,575.00	\$1,417.50	\$1,338.75	\$1,260.00	\$1,181.25
Full Page	120.00	6 x 19.75	\$2,520.00	\$2,400.00	\$2,160.00	\$2,040.00	\$1,920.00	\$1,800.00
<i>w/color</i>			\$3,150.00	\$3,000.00	\$2,700.00	\$2,550.00	\$2,400.00	\$2,250.00
PCI Rate			\$21.00	\$20.00	\$18.00	\$17.00	\$16.00	\$15.00

To learn more

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

Non-PMA Retail Advertising Rates

NON-PMA SUNDAY

Annual commitment and/or #of ads per insertion order

Standard Sizes	Inches	Size	Open	4x	13x	26x	39x	52x
Business Card	4.00	2 x 2	\$100.00	\$96.00	\$92.00	\$84.00	\$76.00	\$72.00
<i>w/color</i>			\$125.00	\$120.00	\$115.00	\$105.00	\$95.00	\$90.00
Large Business Card	6.00	2 X 3	\$150.00	\$144.00	\$138.00	\$126.00	\$114.00	\$108.00
<i>w/color</i>			\$187.50	\$180.00	\$172.50	\$157.50	\$142.50	\$135.00
DbL. Business Card	8.00	2 x 4	\$200.00	\$192.00	\$184.00	\$168.00	\$152.00	\$144.00
<i>w/color</i>			\$250.00	\$240.00	\$230.00	\$210.00	\$190.00	\$180.00
Building Block	10.00	2 X 5	\$250.00	\$240.00	\$230.00	\$210.00	\$190.00	\$180.00
<i>w/color</i>			\$312.50	\$300.00	\$287.50	\$262.50	\$237.50	\$225.00
Eighth Page	15.00	3 X 5	\$375.00	\$360.00	\$345.00	\$315.00	\$285.00	\$270.00
<i>w/color</i>			\$468.75	\$450.00	\$431.25	\$393.75	\$356.25	\$337.50
Banner Ad	18.00	6 x 3	\$450.00	\$432.00	\$414.00	\$378.00	\$342.00	\$324.00
<i>w/color</i>			\$562.50	\$540.00	\$517.50	\$472.50	\$427.50	\$405.00
Sixth Page	21.00	3 X 7	\$525.00	\$504.00	\$483.00	\$441.00	\$399.00	\$378.00
<i>w/color</i>			\$656.25	\$630.00	\$603.75	\$551.25	\$498.75	\$472.50
Quarter Page	29.25	3 x 9.75	\$731.25	\$702.00	\$672.75	\$614.25	\$555.75	\$526.50
<i>w/color</i>			\$914.06	\$877.50	\$840.94	\$767.81	\$694.69	\$658.13
Tabloid Half Page	25.00	5 x 5	\$625.00	\$600.00	\$575.00	\$525.00	\$475.00	\$450.00
<i>w/color</i>			\$781.25	\$750.00	\$718.75	\$656.25	\$593.75	\$562.50
Stand Alone	90.00	5 x 18	\$2,250.00	\$2,160.00	\$2,070.00	\$1,890.00	\$1,710.00	\$1,620.00
<i>w/color</i>			\$2,812.50	\$2,700.00	\$2,587.50	\$2,362.50	\$2,137.50	\$2,025.00
Tabloid Full Page	53.75	5 x 10.75	\$1,343.75	\$1,290.00	\$1,236.25	\$1,128.75	\$1,021.25	\$967.50
<i>w/color</i>			\$1,679.69	\$1,612.50	\$1,545.31	\$1,410.94	\$1,276.56	\$1,209.38
Half Page	58.50	6 x 9.75	\$1,462.50	\$1,404.00	\$1,345.50	\$1,228.50	\$1,111.50	\$1,053.00
<i>w/color</i>			\$1,828.13	\$1,755.00	\$1,681.88	\$1,535.63	\$1,389.38	\$1,316.25
Vertical Half Page	59.25	3 x 19.75	\$1,481.25	\$1,422.00	\$1,362.75	\$1,244.25	\$1,125.75	\$1,066.50
<i>w/color</i>			\$1,851.56	\$1,777.50	\$1,703.44	\$1,555.31	\$1,407.19	\$1,333.13
3/4 Page	63.00	4 x 15.75	\$1,575.00	\$1,512.00	\$1,449.00	\$1,323.00	\$1,197.00	\$1,134.00
<i>w/color</i>			\$1,968.75	\$1,890.00	\$1,811.25	\$1,653.75	\$1,496.25	\$1,417.50
Full Page	120.00	6 x 19.75	\$3,000.00	\$2,880.00	\$2,760.00	\$2,520.00	\$2,280.00	\$2,160.00
<i>w/color</i>			\$3,750.00	\$3,600.00	\$3,450.00	\$3,150.00	\$2,850.00	\$2,700.00
PCI Rate			\$25.00	\$24.00	\$23.00	\$21.00	\$19.00	\$18.00

To learn more

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