

# Hawaii / Seattle / Portland Daily Paper SE1

# 2012

|              |          | Position          | Unit                    | Mon.-Sun.              | Discount     | Unit Price |
|--------------|----------|-------------------|-------------------------|------------------------|--------------|------------|
| <b>Color</b> |          | Wrap              | 12x17<br>(11.3"x17.24") | \$2,500                | —            | —          |
|              | <b>A</b> | <b>Front Page</b> | 3x2<br>Name Plate       | \$75.00                | Max. 20% off | \$7.38     |
|              |          |                   | 6x6                     | \$265.68               |              |            |
|              |          |                   | 12x6                    | \$531.36               |              |            |
|              |          |                   | 12x10                   | \$885.60               |              |            |
|              |          | R.O.P             | 6x2<br> <br>12x20       | \$64.20<br> <br>\$1284 | Regular      | \$5.35     |
| <b>B/W</b>   |          | R.O.P             | 3x2<br> <br>12x20       | \$20.34<br> <br>813.60 | Regular      | \$3.39     |

\*Frequency Discount (placement within 30 days):

|                    |                    |                     |                     |                     |
|--------------------|--------------------|---------------------|---------------------|---------------------|
| 4 times<br>10% off | 8 times<br>20% off | 13 times<br>35% off | 15 times<br>40% off | 30 times<br>50% off |
|--------------------|--------------------|---------------------|---------------------|---------------------|

\*Extra Charges:

- Irregular Size: 50% surcharge
- Special Page Requests: 20% surcharge
- Design Fee: 10% (will be waived for 3 or more insertions)