



Statewide Display Ads

State/Region	Size – Rate	Circulation	Newspapers	Deadlines
Alabama	2x2 – \$1,200 2x3 – \$1,700 2x4 – \$2,200	1,000,000 R	129	Mon 5 pm
Alaska - Noble Pacific	2x2 – \$1,925	222,800	13	Mon 4 pm
Alaska - PNNA	2x2 – \$1,250	1,016,864 R	29 dailies in 6 states	Wed 5 pm
Arizona	2x2 – \$935 2x4 – \$1,670 2x5 – \$2,035 2x6 – \$2,400	868,098	83	Tues 4 pm
South Central	2x2 - \$600 2x4 - \$1,000 2x5 - \$1,200 2x6 - \$1,400	198,619	24	
Eastern region	2x2 - \$500 2x4 - \$800 2x5 - \$950 2x6 - \$1,100	64,963	14	
North Central region	2x2 - \$500 2x4 - \$800 2x5 - \$950 2x6 - \$1,100	63,359	9	
Western region	2x2 - \$500 2x4 - \$800 2x5 - \$950 2x6 - \$1,100	66,442	9	
Arkansas	2x2 – \$1,450 2x4 – \$2,700	1,500,000 R	112	Mon 3 pm
Central	2x2 – \$800 2x4 – \$1,100	268,823 R	25	
Northeast	2x2 – \$800 2x4 – \$1,100	356,580 R	25	
Northwest	2x2 – \$800 2x4 – \$1,100	633,173 R	32	
Southern	2x2 – \$800 2x4 – \$1,100	326,075 R	31	
2 regions	2x2 – \$1,050 2x4 – \$1,700			
3 regions	2x2 – \$1,250 2x4 – \$2,200			
California	2x2 – \$1,800 2x4 – \$3,400 2x5 – \$3,950 2x6 - \$4,700	3,500,000 R	114	Mon 3 pm
Northern	2x2 – \$1,440 2x4 – \$2,680 2x5 – \$3,300 2x6 - \$3,920		84	
Southern	2x2 – \$1,440 2x4 – \$2,680 2x5 – \$3,300 2x6 - \$3,920		60	
Colorado	2x2 – \$1,050 2x4 – \$1,900	527,506	92	Mon 5 pm
Connecticut	see "New England"			
Delaware/Maryland/DC	2x2 – \$1,650 2x4 – \$3,100	1,462,082	69	Tues noon
Maryland zone	2x2 – \$1,400 2x4 – \$2,600	107,966	54	
Metro zone	2x2 – \$1,500 2x4 – \$2,800	690,714	23	
Delaware/DC zone	2x2 – \$1,300 2x4 – \$2,400	357,316	16	
Florida	2x2 – \$1,460 2x4 – \$2,700 2x6 - \$3,675 3x5 - \$4,350	1,588,978	88	Mon 9 am
North	2x2 – \$595 2x4 – \$795 2x6 - \$1,290 3x5 - \$1,500	302,938	27	
Central	2x2 – \$1,180 2x4 - \$2,130 2x6 - \$2,920 3x5 - \$3,460	659,754	39	
South	2x2 - \$515 2x4 - 750 2x6 - \$1,130 3x5 - \$1,370	626,286	22	
Georgia	1x2 – \$950 2x2 – \$1,600 2x4 – \$3,000	780,000	106	Mon noon
Northern	1x2 – \$600 2x2 – \$1,000 2x4 – \$1,600	438,688	48	
Southern	1x2 – \$600 2x2 – \$1,000 2x4 – \$1,600	383,000	58	
Hawaii	2x2 – \$2,350	769,985	15	Mon 4 pm

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Idaho with Boise	2x2 – \$1,675	212,136 R	12	Wed 5 pm
Idaho without Boise	2x4 – 3,150 2x2 – \$1,050 2x4 – 1,900	2,000,000 R	28 dailies	
Illinois Chicagoland 5 zones (NW, CW, SW, CE, SE)	2x2 – \$1,800 2x2 – \$610 one zone 2x2 – \$560 two zones 2x2 – \$900 three zones 2x2 – \$1,200 four zones 2x2 – \$1,500 all five zones – \$1,650	1,430,762 NW - 365,996 CW - 176,844 SW - 165,562 CE - 205,272 SE - 86,823	250 NW - 59 CW - 45 SW - 29 CE - 35 SE - 27	Wed 10 am
Chicagoland + 1 zone	2x2 – \$950			
Chicagoland + 2 zones	2x2 – \$1,250			
Chicagoland + 3 zones	2x2 – \$1,550			
Chicagoland + 4 zones	2x2 – \$1,700			
Indiana	2x2 – \$1,125 2x4 – \$2,050	647,927	93	Mon 5 pm
Central	2x2 – \$765 2x4 – \$1,330	163,255	28	
North	2x2 – \$765 2x4 – \$1,330	231,855	29	
South	2x2 – \$765 2x4 – \$1,330	252,817	36	
any two regions	2x2 – \$970 2x4 – \$1,740			
Iowa	2x2 – \$1,475 2x4 – \$2,750	1,747,082 R	211	Tues 10 am
Northwest	2x2 – \$640 2x4 – \$1,060	176,314 R	32	
Northeast	2x2 – \$640 2x4 – \$1,060	487,164 R	42	
Central	2x2 – \$500 2x4 – \$760	169,274 R	19	
Southwest	2x2 – \$640 2x4 – \$1,060	268,214 R	39	
Southeast	2x2 – \$640 2x4 – \$1,060	428,930 R	39	
Kansas	2x2 – \$1,000 2x4 – \$1,850	432,092	140	Tues 5 pm
Kentucky	2x2 – \$2,150 2x3 – \$3,100 2x4 – \$4,050	905,731	109	Wed 4 pm
Weeklies only	2x2 – \$1,050 2x3 – \$1,475 2x4 – \$1,850	401,807	91	
Dailies only	2x2 – \$1,375 2x3 – \$1,950 2x4 – \$2,400	503,924	18	
Louisiana	2x2 – \$1,675 2x4 – \$2,900 2x6 - \$4,200	589,314	83	Wed noon
	quarter page \$12,000			
North	2x2 – \$725 2x4 – \$1,200 2x6 - \$1,700	205,927	24	
Southeast	2x2 – \$850 2x4 – \$1,425 2x6 - \$1,900	178,691	31	
Southwest	2x2 – \$700 2x4 – \$1,175 2x6 - \$1,675	204,696	28	
Maine	see "New England"			
Maryland	see Delaware			
Massachusetts	see "New England"			
Michigan	2x2 – \$1,199 2x4 – \$2,198	2,828,307 R	117	Mon 5 pm
North	2x2 – \$649 2x4 – \$1,098	734,910 R	35	
West/Central	2x2 – \$649 2x4 – \$1,098	692,185 R	41	
Metro/Detroit	2x2 – \$899 2x4 – \$1,549	1,140,213 R	41	
Minnesota	2x2 - \$2,500 • 2x4 - \$5,100 • 2x8 - \$11,600	1,073,704	269	Tues 10:30
Metro only	2x2 - \$1,450 • 2x4 - \$3,000 2x8 - \$6,850	metro 364,028	45	
one zone (N, C, S)	2x2 - \$625 • 2x4 - \$1,325 • 2x8 - \$3,025	north 206,928	68	
two zones	2x2 - \$1,200 • 2x4 - \$2,550 • 2x8 - \$5,800	central 249,007	72	
three zones	2x2 - \$1,800 • 2x4 - \$3,700 • 2x8 - \$8,400	south 253,741	84	
Metro + one	2x2 - \$1,850 • 2x4 - \$3,850 • 2x8 - \$8,800			
Metro + two	2x2 - \$2,350 • 2x4 - \$4,900 • 2x8 - \$11,200			

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Greater Minnesota Communications/Herald Journal



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Mississippi	2x2 – \$1,250 2x4 – \$2,300 2x6 – \$3,350 quarter page – \$9,195	384,904	97	Mon 5 pm
Central	2x2 – \$650 2x4 – \$1,100	134,142	32	
Northern	2x6 – \$1,550 quarter page – \$3,025 2x2 – \$650 2x4 – \$1,100	135,607	36	
Southern	2x6 – \$1,550 quarter page – \$4,650 2x2 – \$650 2x4 – \$1,100	115,155	29	
Any 2 zones	2x6 – \$1,550 quarter page – \$2,300 2x2 – \$995 2x4 – \$1,775 2x6 – \$2,550			
Missouri	2x2 – \$1,400 2x4 – \$2,600	757,129	165	Wed noon
East	2x2 – \$900 2x4 – \$1,600	379,727	71	
West	2x2 – \$900 2x4 – \$1,600	377,402	94	
Montana	2x2 – \$606 2x4 – \$1,012 2x6 – \$1,418	150,755	51	Wed 5 pm
Nebraska	2x2 – \$1,175 2x4 – \$2,150	329,714	165	Tues 4 pm
Northeast	2x2 – \$525 2x4 – \$1,050	102,619	54	
Southeast	2x2 – \$500 2x4 – \$1,000	65,497	30	
Central	2x2 – \$525 2x4 – \$1,050	92,345	46	
Western	2x2 – \$500 2x4 – \$1,000	69,253	35	
Nevada	2x2 – \$890 2x4 – \$1,199 2x6 – \$1,699	622,000 R	22	Mon noon
Metro	2x2 – \$690 2x4 – \$899 2x6 – \$1,199	440,000 R		
Community	2x2 – \$490 2x4 – \$599 2x6 – \$799	182,000 R	22	
Northern	2x2 – \$590 2x4 – \$760 2x6 – \$999	214,000 R	17	
Southern	2x2 – \$690 2x4 – \$890 2x6 – \$1,199	406,000 R	5	
New England (6 states)	2x2 – \$1,450	2,236,274 R	98	Wed 11 am
Central - Mass.	2x2 – \$650	604,906 R	30	
North - Maine, NH, Ver.	2x2 – \$650	818,292 R	36	
South - Conn, RI	2x2 – \$650	813,076 R	32	
New Hampshire	<i>see "New England"</i>			
New Jersey	2x2 – \$1,600 2x4 – \$3,000	1,400,000	120	Mon 4 pm
Northern	2x2 – \$1,398 2x4 – \$2,651	1,302,514	96	
Southern	2x2 – \$620 2x4 – \$1,058	264,845	25	
New Mexico	2x2 – \$1,000	250,621	25	Wed noon
New York Dailies (NYNPA)	2x2 – \$1,400 2x3 – \$2,000 2x4 – \$2,600 3x5 – \$3,800	1,300,000+ R	40	Wed noon
Capital Region	2x2 – \$600 2x3 – \$800 2x4 – \$1000 3x5 – \$1,400	498,250 R	9	
Hudson Valley	2x2 – \$550 2x3 – \$725 2x4 – \$900 3x5 – \$1,250	353,265 R	10	
Western	2x2 – \$450 2x3 – \$575 2x4 – \$700 3x5 – \$950	172,250 R	13	
Central	2x2 – \$500 2x3 – \$650 2x4 – \$800 3x5 – \$1,100	357,180 R	8	
New York Weeklies on next page				

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State/Region	Size – Rate	Circulation	Newspapers	Deadlines
New York Weeklies (NYPs)	2x2 – \$2,050 2x4 – \$3,700	2,479,248	281	Wed 11 am
Capital District	2x2 - \$525 2x4 - \$850	397,233	26	
Central	2x2 – \$575 2x4 – \$950	146,380	35	
Hudson Valley	2x2 – \$575 2x4 – \$950	273,796	37	
Long Island	2x2 – \$700 2x4 – \$1,200	474,419	86	
NY City	2x2 – \$950 2x4 – \$1,700	934,203	57	
Western	2x2 – \$575 2x4 – \$950	252,767	40	
North Carolina	2x2 – \$1,695 2x4 – \$3,175	1,200,000	70	Wed 3 pm
Region 1	2x2 – \$370 2x4 - \$535	109,231	10	
Region 2	2x2 - \$540 2x4 - \$875	213,771	8	
Region 3	2x2 - \$585 2x4 - \$965	250,638	13	
Region 4	2x2 - \$935 2x4 - \$1,670	487,838	19	
Region 5	2x2 - \$540 2x4 - \$ 875	216,241	20	
North Dakota	2x2 – \$900	215,000	89	Mon noon
Northwest	2x2 – \$350	48,980	22	
Southwest	2x2 – \$350	50,985	17	
Northeast	2x2 – \$450	65,381	30	
Southeast	2x2 – \$450	83,124	20	
Ohio	2x2 – \$1,175 2x4 – \$2,060	1,003,688	105	Mon 11 am
Oklahoma	2x2 – \$2,700 2x4 – \$5,200	394,091	172	Wed 10 am
Metro	2x2 – \$700 2x4 – \$1,200	114,994	40	
Northwest	2x2 – \$700 2x4 – \$1,200	55,631	32	
Northeast	2x2 – \$700 2x4 – \$1,200	97,495	37	
Southwest	2x2 – \$700 2x4 – \$1,200	48,249	29	
Southeast	2x2 – \$700 2x4 – \$1,200	77,722	34	
Oregon	2x2 – \$850	274,864	58	Tues 5 pm
Pennsylvania	2x2 – \$1,725 2x4 – \$3,150	1,720,000	139	Mon 11 am
Northeast	2x2 – \$315 2x4 – \$420	103,223	7	
Southeast	2x2 – \$1,135 2x4 – \$2,000	839,945	60	
Central	2x2 – \$485 2x4 – \$750	270,546	36	
Western	2x2 – \$695 2x4 – \$1,150	505,967	36	
Rhode Island	see "New England"			
South Carolina	2x2 – \$1,800 2x4 – \$3,400 2x6 – \$4,700	1,052,713	107	Wed noon
Low Country (SE)	2x2 – \$650 2x4 – \$1,100 2x6 – \$1,450	266,734	18	
Pee Dee (NE)	2x2 – \$625 2x4 – \$1,050 2x6 – \$1,400	192,026	23	
Midlands (central)	2x2 – \$1,000 2x4 – \$1,800 2x6 – \$2,400	363,790	41	
Upstate (NW)	2x2 – \$850 2x4 – \$1,500 2x6 – \$2,000	230,163	25	
South Carolina	quarter page - \$16,200			
Low Country (SE)	quarter page - \$4,700			
Pee Dee (NE)	quarter page - \$4,200			
Midlands (central)	quarter page - \$7,700			
Upstate (NW)	quarter page - \$6,700			
South Dakota	2x2 – \$1,000 2x4 - \$1,800	303,000	120	Tues noon
East River	2x2 – \$725 2x4 - \$1,250	224,220	99	
West River	2x2 – \$575 2x4 - \$950	78,780	31	

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State/Region	Size – Rate	Circulation	Newspapers	Deadlines
Tennessee	2x2 – \$1,245 2x4 – \$2,290 2x6 – \$3,335	504,227	97	Tues noon
Western	2x2 – \$560 2x4 – \$920 2x6 – \$1,280	98,873	28	
Middle	2x2 – \$630 2x4 – \$1,060 2x6 – \$1,490	178,122	38	
Eastern	2x2 – \$630 2x4 – \$1,060 2x6 – \$1,490	227,232	33	
Texas	2x2 – \$1,400 2x4 – \$2,600	626,634	242	Mon 5 pm
Northern	2x2 – \$700 2x4 – \$1,150	186,989	65	
Southern	2x2 – \$700 2x4 – \$1,150	241,048	84	
Western	2x2 – \$700 2x4 – \$1,150	194,597	93	
Utah	2x2 – \$520 2x4 – \$788	250,000	34	Tues noon
Vermont	see "New England"			
Virginia	2x2 – \$1,150 2x4 – \$2,100	888,943	97	Tues 2 pm
Northern	2x2 – \$900 2x4 – \$1,600	272,231	31	
Western	2x2 – \$700 2x4 – \$1,200	219,843	27	
Central/Eastern	2x2 – \$900 2x4 – \$1,600	396,869	39	
Washington	2x2 – \$1,550 2x4 – \$2,900	1,100,000	121	Tues 4 pm
Eastern	2x2 – \$575 2x4 – \$950	261,579	47	
Coastal	2x2 – \$625 2x4 – \$1,050	259,767	31	
Metro	2x2 – \$1,050 2x4 – \$1,900	557,313	36	
West Virginia	2x2 – \$800	1,300,000 R	52	Tues noon
Wisconsin	2x2 – \$1,550 2x4 – \$3,125	1,900,00 R	152	Wed 2 pm
Northeast	2x2 – \$595 2x4 – \$1,060	494,796 R	36	
Northwest	2x2 – \$595 2x4 – \$1,060	574,916 R	45	
Southeast	2x2 – \$595 2x4 – \$1,060	321,700 R	28	
Southwest	2x2 – \$595 2x4 – \$1,060	287,114 R	43	
Wyoming	2x2 – \$680 2x4 – \$1,400	175,261	45	Thurs 2 pm

Questions?

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