



## Statewide Display Ads

State/Region	Size – Rate	Circulation	Newspapers	Deadlines
Alabama	2x2 – \$1,200	725,000	109	Mon 5 pm
Alaska	2x2 – \$1,700	156,400	19	Mon 4 pm
Arizona	2x2 – \$935 2x4 – \$1,670	957,072	80	Tues 5 pm
Arkansas	2x2 – \$1,400 2x4 – \$2,600	1,070,929	126	Mon 3 pm
Central	2x2 – \$675 2x4 – \$850	189,704	29	
Northeast	2x2 – \$675 2x4 – \$850	319,143	28	
Northwest	2x2 – \$675 2x4 – \$850	305,307	35	
Southern	2x2 – \$675 2x4 – \$850	256,775	34	
California	2x2 – \$1,750 2x4 – \$4,200	1,504,717	143	Mon noon
Northern	2x2 – \$1,400 2x4 – \$2,600	684,957	82	
Southern	2x2 – \$1,400 2x4 – \$2,600	819,760	61	
Colorado	2x2 – \$1,050 2x4 – \$1,900	667,439	109	Mon 5 pm
Northwest	2x2 – \$415 2x4 – \$625	29,991	6	
Southwest	2x2 – \$520 2x4 – \$840	105,793	26	
Northeast	2x2 – \$625 2x4 – \$1,050	99,471	22	
Southeast	2x2 – \$730 2x4 – \$1,300	164,110	30	
Metro	2x2 – \$945 2x4 – \$1,700	268,074	25	
Delaware/Maryland/DC	2x2 – \$1,650 2x4 – \$3,100	1,773,973	99	Tues 11 am
Maryland only	2x2 – \$1,500 2x4 – \$2,800	1,592,464	76	
Florida	2x2 – \$1,460 2x4 – \$2,700	1,154,046	92	Mon 9 am
North	2x2 – \$595 2x4 – \$795	224,483	29	
South/Central	2x2 – \$1,250 2x4 – \$2,250	929,563	53	
Georgia	2x2 – \$1,600 2x4 – \$3,000	821,128	104	Tues 9 am
Northern	2x2 – \$1,000 2x4 – \$1,600	463,492	46	
Southern	2x2 – \$1,000 2x4 – \$1,600	357,636	58	
Hawaii	2x2 – \$2,350	634,400	14	Mon 4 pm
Idaho	2x2 – \$985	106,068	12	Wed 5 pm
Illinois	2x2 – \$1,650 2x4 – \$3,100	1,159,243	254	Wed 10 am
Northwest	2x2 – \$525 2x4 – \$850	263,793	44	
Chicagoland	2x2 – \$575 2x4 – \$950	320,463	64	
Central West	2x2 – \$525 2x4 – \$850	152,859	42	
Central East	2x2 – \$525 2x4 – \$850	194,150	40	
Southwest	2x2 – \$525 2x4 – \$850	127,870	29	
Southeast	2x2 – \$525 2x4 – \$850	100,108	35	
Indiana	2x2 – \$1,100 2x4 – \$2,000	765,937	95	Mon 4 pm
Central	2x2 – \$750 2x4 – \$1,300	202,423	27	
North	2x2 – \$750 2x4 – \$1,300	271,673	31	
South	2x2 – \$750 2x4 – \$1,300	291,841	37	
Iowa	2x2 – \$1,475 2x4 – \$2,750	798,889	184	Tues 10 am
Northwest	2x2 – \$640 2x4 – \$1,060	69,133	46	
Northeast	2x2 – \$640 2x4 – \$1,060	190,694	51	
Central	2x2 – \$500 2x4 – \$760	85,847	15	
Southwest	2x2 – \$640 2x4 – \$1,060	117,284	36	
Southeast	2x2 – \$640 2x4 – \$1,060	181,140	36	
Kansas	2x2 – \$1,000 2x4 – \$1,850	444,849	134	Tues 5 pm

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Kentucky	2x2 – \$2,150    2x3 – \$3,100 2x4 – \$4,050	841,827	96	Wed 2 pm
	Weeklies only 2x2 – \$1,050    2x3 – \$1,500 2x4 – \$1,850	385,924	78	
	Dailies only 2x2 – \$1,375    2x3 – \$1,950 2x4 – \$2,400	455,903	18	
Louisiana	2x2 – \$1,450    2x4 – \$2,250	435,009	80	Wed noon
	North 2x2 – \$825    2x4 – \$1,250	141,604	25	
	Southeast 2x2 – \$825    2x4 – \$1,250	145,763	29	
	Southwest 2x2 – \$825    2x4 – \$1,250	147,642	26	
Maryland-Delaware-DC	2x2 – \$1,650    2x4 – \$3,100	1,773,973	99	Tues 11 am
	Maryland only 2x2 – \$1,500    2x4 – \$2,800	1,592,464	76	
Michigan	2x2 – \$1,199    2x4 – \$2,198	1,360,605	113	Mon 11 am
Minnesota	2x2 – \$2,400    2x4 – \$5,000	1,413,671	275	Tues 10 am
	Metro 2x2 – \$1,400    2x4 – \$2,950	529,527	44	
	Central 2x2 – \$600    2x4 – \$1,300	302,076	71	
	Southern 2x2 – \$600    2x4 – \$1,300	292,824	90	
	Northern 2x2 – \$600    2x4 – \$1,300	289,244	71	
	Metro + one other 2x2 – \$1,800    2x4 – \$3,800	(add selected)	(add selected)	
	Metro + two others 2x2 – \$2,300    2x4 – \$4,850	(add selected)	(add selected)	
	2 zones (not metro) 3 zones (not metro)	2x2 – \$1,150    2x4 – \$2,500 2x2 – \$1,700    2x4 – \$3,600	(add selected) 884,144	
Mississippi	2x2 – \$1,250    2x4 – \$2,300 2x6 – \$3,350	384,904	97	Mon 5 pm
	Central 2x2 – \$650    2x4 – \$1,100 2x6 – \$1,550	134,142	32	
	Northern 2x2 – \$650    2x4 – \$1,100 2x6 – \$1,550	135,607	36	
	Southern 2x2 – \$650    2x4 – \$1,100 2x6 – \$1,550	115,155	29	
Missouri	2x2 – \$1,200    2x4 – \$2,200	830,394	154	Wed noon
	East 2x2 – \$800    2x4 – \$1,400	368,675	66	
	West 2x2 – \$800    2x4 – \$1,400	461,719	88	
Montana	2x2 – \$560    2x4 – \$925	150,166	49	Wed 5 pm
Nebraska	2x2 – \$1,075    2x4 – \$1,950	363,778	173	Tues 4 pm
	Northeast 2x2 – \$520    2x4 – \$840	112,438	58	
	Southeast 2x2 – \$495    2x4 – \$790	74,622	32	
	Central 2x2 – \$495    2x4 – \$790	101,418	48	
	Western 2x2 – \$495    2x4 – \$790	75,300	34	
Nevada	2x2 – \$890    2x4 – \$1,580	375,205	20	Mon noon
New England	2x2 – \$1,450	656,111	98	Wed 11 am
	Central - Mass. 2x2 – \$650	182,799	30	
	North - Maine, NH, Ver. 2x2 – \$650	262,539	36	
	South - Conn, RI 2x2 – \$650	182,799	32	
New Jersey	2x2 – \$1,500    2x4 – \$3,060	1,567,359	123	Mon 4 pm
	Northern 2x2 – \$1,314    2x4 – \$2,651	1,302,514	94	
	Southern 2x2 – \$590    2x4 – \$1,058	264,845	30	

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New Mexico	2x2 – \$1,000    2x4 – \$1,400	226,542	30	Wed noon
New York Dailies	2x2 – \$1,400    2x4 – \$2,600	689,051	39	Wed 11 am
West	2x2 – \$550    2x4 – \$900	145,549	12	
Central	2x2 – \$500    2x4 – \$800	170,826	14	
East	2x2 – \$850    2x4 – \$1,500	372,676	13	
New York Weeklies	2x2 – \$1,700    2x4 – \$3,200	1,941,333	294	Wed 11 am
Capital District	2x2 – \$450    2x4 – \$700	137,098	24	
Central	2x2 – \$575    2x4 – \$950	111,968	31	
Hudson Valley	2x2 – \$575    2x4 – \$950	142,875	32	
Long Island	2x2 – \$700    2x4 – \$1,200	404,943	77	
North Country	2x2 – \$375    2x4 – \$550	81,578	16	
NY City	2x2 – \$950    2x4 – \$1,700	912,458	74	
Western	2x2 – \$575    2x4 – \$950	150,413	40	
North Carolina	2x2 – \$1,675    2x4 – \$3,150	1,426,017	81	Wed noon
Eastern	2x2 – \$1,125    2x4 – \$2,050	785,674	46	
Western	2x2 – \$915    2x4 – \$1,630	640,343	35	
North Dakota	2x2 – \$800	261,085	89	Mon noon
Northwest	2x2 – \$325	50,810	22	
Southwest	2x2 – \$325	54,710	17	
Northeast	2x2 – \$425	69,371	30	
Southeast	2x2 – \$425	86,194	20	
Ohio	2x2 – \$1,175    2x4 – \$2,060	1,104,922	94	Mon 11 am
Oklahoma	2x2 – \$2,700    2x4 – \$5,200	540,456	183	Wed 10 am
Metro	2x2 – \$700    2x4 – \$1,200	151,277	37	
Northwest	2x2 – \$700    2x4 – \$1,200	75,639	34	
Northeast	2x2 – \$700    2x4 – \$1,200	140,472	42	
Southwest	2x2 – \$700    2x4 – \$1,200	67,534	33	
Southeast	2x2 – \$700    2x4 – \$1,200	105,354	37	
Oregon	2x2 – \$850	387,000	56	Tues 5 pm
Pennsylvania	2x2 – \$1,675    2x4 – \$3,150	1,238,955	137	Mon 11 am
Northeast	2x2 – \$310    2x4 – \$420	64,729	7	
Southeast	2x2 – \$1,100    2x4 – \$2,000	830,002	60	
Central	2x2 – \$475    2x4 – \$750	191,725	34	
Western	2x2 – \$675    2x4 – \$1,150	152,499	36	
South Carolina	2x2 – \$1,800    2x4 – \$3,400	1,251,152	106	Wed 11 am
Low Country (SE)	2x2 – \$625    2x4 – \$1,050	231,463	15	
Pee Dee (NE)	2x2 – \$625    2x4 – \$1,050	222,079	21	
Midlands (central)	2x2 – \$975    2x4 – \$1,750	419,136	39	
Upstate (NW)	2x2 – \$1,050    2x4 – \$1,900	378,474	31	
South Dakota	2x2 – \$1,000	317,285	128	Tues noon
East River	2x2 – \$725	234,903	97	
West River	2x2 – \$575	82,382	31	
Tennessee	2x2 – \$1,235    2x4 – \$2,270	579,214	86	Mon 5 pm
Western	2x2 – \$555    2x4 – \$910	110,252	21	
Middle	2x2 – \$625    2x4 – \$1,050	238,038	36	
Eastern	2x2 – \$625    2x4 – \$1,050	230,924	29	

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Texas	2x2 – \$1,300    2x4 – \$2,600	684,457	248	Mon 5 pm
	Northern 2x2 – \$650    2x4 – \$1,150	262,245	84	
	Southern 2x2 – \$650    2x4 – \$1,150	229,091	94	
	Western 2x2 – \$650    2x4 – \$1,150	193,121	70	
Utah	2x2 – \$520    2x4 – \$788	243,107	42	Tues noon
Virginia	2x2 – \$1,150    2x4 – \$2,100	1,105,589	77	Tues 2 pm
	Northern 2x2 – \$900    2x4 – \$1,600	586,672	35	
	Western 2x2 – \$700    2x4 – \$1,200	191,729	23	
	Central/Eastern 2x2 – \$700    2x4 – \$1,200	149,626	18	
Washington	2x2 – \$1,450    2x4 – \$2,695	1,180,746	106	Mon 4 pm
	Eastern 2x2 – \$550    2x4 – \$900	234,187	38	
	Coastal 2x2 – \$600    2x4 – \$1,000	284,720	32	
	Metro 2x2 – \$1,000    2x4 – \$1,800	661,839	36	
West Virginia	2x2 – \$800    2x4 – \$1,400	534,527	52	Tues 11 am
Wisconsin	2x2 – \$1,550    2x4 – \$3,125	1,005,100	172	Tues 10 am
	Northeast 2x2 – \$595    2x4 – \$1,060	310,900	44	
	Northwest 2x2 – \$595    2x4 – \$1,060	207,000	37	
	Southeast 2x2 – \$595    2x4 – \$1,060	235,200	40	
	Southwest 2x2 – \$595    2x4 – \$1,060	251,700	51	
Wyoming	2x2 – \$680    2x4 – \$1,400	187,785	45	Thurs 2 pm

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