

Zone advertising is available Monday, Wednesday, Thursday and Friday. Advertising space and color availability is limited. Zone editions do not run on most major holidays.

Zone advertising runs in the Local News sections (NWMonday®, etc.) Monday, Wednesday and Thursday and in the Weekend Plus section on Fridays. Format varies for each section. Contact your account executive for details.

Zone Rates

Rates are per column inch and are based on the advertiser’s signed dollar volume contract level.

Net Annual Dollar Volume Expenditure	North	South	East	Metro
Open	\$27.25	\$52.65	\$60.50	\$93.80
\$1,000	21.35	40.70	44.00	66.90
\$2,500	21.20	40.55	43.75	65.90
\$5,000	20.65	38.35	41.50	62.50
\$7,500	19.95	35.85	38.75	58.50
\$10,000	19.60	34.90	37.75	57.45
\$15,000	19.15	33.95	36.65	56.30
\$25,000	19.05	33.15	35.25	55.05
\$50,000+	18.55	32.05	34.55	53.90

Zone-to-Zone Pickup Discount

Zone ads run in any zone may be picked up and run in any zone at a 10% discount.

- Highest priced zone ad is full price.
- Discount applies to all additional ads in a seven-day period.
- Discount is off signed Local zone rate and applies to space only.
- Minor copy but no size changes allowed.
- Maximum three zones per day allowed.

Color Rates

Process and Standard Colors:
 CYAN (BLUE NAA-A000), MAGENTA (NAA-0A00),
 YELLOW (NAA-00A0) AND RED (NAA-0AA0)

Black and	North South, East (Per Zone)	Metro Zone
One color	\$340	\$615
Two colors	565	1,030
Three colors	810	1,485

Zone Business Builder Plus Program for Current Advertisers

Run the same ad in the same zone two or more times in a 14-day period at a discounted rate per column inch.

	North	South	East	Metro
2x in 14 days	\$16.75	\$30.85	\$34.20	\$52.75
3x+ in 14 days	12.70	22.70	26.30	40.50

- Available to current Local contract advertisers.
- Minimum ad size is two column inches.
- Minor copy but no size changes allowed.