

# Display Advertising

Effective January 1, 2012

Inches Per Month	Earned Rate	Annual Contract Rate
1-10	\$16.36	\$13.34
11-30	\$14.07	\$11.28
31-60	\$13.21	\$10.20
61-130	\$12.87	\$ 9.64
131-250	\$12.39	\$ 9.56
251-500	\$11.50	\$ 8.13
501-up	\$10.53	\$ 7.25

## Skip Rate - \$6.20

Same size ad with no copy change published in a second or subsequent issue of the Daily News within four issues of the previous insertion. The first insertion will be charged at client's ROP rate. The Skip Rate may continue to be used as long as copy and size do not change and no more than four issues lapse since the previous insertion.

## Multi-Rate - \$5.30

Same size ad with no copy change published in the Daily News for the third consecutive issue will be charged at Multi-Rate. This rate is available as long as no publishing days lapse between insertions.

## Pre-Print Distribution Rates

Flat Rate of \$530.00 up to 8-page tab\*

\* ask about additional charges for more than 8-page tab

\*additional charge may incur for folding or hand inserting

## Monthly Card Ads

\$42 per column inch per month

## Annual Card Ads

1- 10 column inch minimum.....\$35 per col. inch per mo.

11- up column inch minimum.....\$30 per col. inch per mo.

## Color

Per color.....\$85

**National Gross Rate**.....\$16.36 per col. inch

**Open Local Rate**.....\$16.36 per col. inch

## Discounts

Pre-payment.....2%

# Classified Advertising

Effective January 1, 2012

Classified Reader Ads per word (\$4.00 minimum).....40¢

## Classified Display

Per inch.....\$16.36

Card ad per inch/mo.....\$50.00

## Card of Thanks

Per word (\$4.00 minimum).....40¢

Per inch.....\$16.36

## Additional Classified Rates

In addition to the 40¢ per word per day insertion cost:

ALL CAPS.....75¢/word/day extra

**Bold Face Type**.....75¢/word/day extra

Centered lines, Blank lines, or lines not set in paragraph form.....75¢/line/day extra

## Monthly Classified Ad Rates

Words.....	Rate.....	Discount
1-10.....	\$45.00.....	45%
11-15.....	\$65.00.....	45%
16-25.....	\$105.00.....	45%
26-35.....	\$155.00.....	45%
36-45.....	\$205.00.....	45%

# WDN

**Weatherford Daily News**

118 South Broadway P.O. Box 191  
Weatherford, Oklahoma 73096  
(580)772-3301 FAX (580)772-7329

## 2012 Market Information

[wdn@wdnonline.com](mailto:wdn@wdnonline.com)

[www.wdnonline.com](http://www.wdnonline.com)

Full content of this brochure available on our web site at:  
[www.wdnonline.com](http://www.wdnonline.com)

What Every Child of Oklahoma  
**Weatherford Daily News**