

The Wake Weekly

2010 Consecutive Week Rate Chart

AD SIZE	2010 OPEN RATE \$11.00 per col inch	Price per week for 6 consecutive weeks	Price per week for 13 consecutive weeks	Price per week for 26 consecutive weeks	Price per week for 52 consecutive weeks
4" rate per col inch	\$44.00 (\$11.00)	\$36.40 (\$9.10)	\$35.40 (\$8.85)	\$34.80 (\$8.70)	\$34.40 (\$8.60)
6" rate per col inch	\$66.00 (\$11.00)	\$54.60 (\$9.10)	\$53.10 (\$8.85)	\$52.20 (\$8.70)	\$51.60 (\$8.60)
8" rate per col inch	\$88.00 (\$11.00)	\$70.40 (\$8.80)	\$68.40 (\$8.55)	\$67.20 (\$8.40)	\$66.40 (\$8.30)
10" rate per col inch	\$110.00 (\$11.00)	\$88.00 (\$8.80)	\$85.50 (\$8.55)	\$84.00 (\$8.40)	\$83.00 (\$8.30)
12" rate per col inch	\$132.00 (\$11.00)	\$105.60 (\$8.80)	\$102.60 (\$8.55)	\$100.80 (\$8.40)	\$99.60 (\$8.30)
14" rate per col inch	\$154.00 (\$11.00)	\$123.20 (\$8.80)	\$119.70 (\$8.55)	\$117.60 (\$8.40)	\$116.20 (\$8.30)
15" rate per col inch	\$165.00 (\$11.00)	\$127.50 (\$8.50)	\$123.75 (\$8.25)	\$121.50 (\$8.10)	\$120.00 (\$8.00)
16" rate per col inch	\$176.00 (\$11.00)	\$136.00 (\$8.50)	\$132.00 (\$8.25)	\$129.60 (\$8.10)	\$128.00 (\$8.00)
20" rate per col inch	\$220.00 (\$11.00)	\$170.00 (\$8.50)	\$165.00 (\$8.25)	\$162.00 (\$8.10)	\$160.00 (\$8.00)
24" rate per col inch	\$264.00 (\$11.00)	\$204.00 (\$8.50)	\$198.00 (\$8.25)	\$194.40 (\$8.10)	\$192.00 (\$8.00)
28" rate per col inch	\$308.00 (\$11.00)	\$238.00 (\$8.50)	\$231.00 (\$8.25)	\$226.80 (\$8.10)	\$224.00 (\$8.00)
32.25" 1/4 page	\$354.75 (\$11.00)	\$266.06 (\$8.25)	\$258.00 (\$8.00)	\$253.16 (\$7.85)	\$249.94 (\$7.75)
43" 1/3 page	\$484.00 (\$11.00)	\$363.00 (\$8.25)	\$352.00 (\$8.00)	\$345.40 (\$7.85)	\$341.00 (\$7.75)
64.5" 1/2 page	\$709.50 (\$11.00)	\$509.55 (\$7.90)	\$493.43 (\$7.65)	\$483.75 (\$7.50)	\$477.30 (\$7.40)
96" 2/3 page	\$1056.00 (\$11.00)	\$739.20 (\$7.70)	\$715.20 (\$7.45)	\$700.80 (\$7.30)	\$691.20 (\$7.20)
129" Full page	\$1419.00 (\$11.00)	\$915.90 (\$7.10)	\$883.65 (\$6.85)	\$864.30 (\$6.70)	\$851.40 (\$6.60)

Process Color \$99.00 in addition to price of ad listed above.
Spot Color (1 color) \$75.00 in addition to price of ad listed above.

Advertising Questions?

Please contact us at 919-556-3182
or e-mail advertising@wakeweekly.com

DEADLINE for display advertising is each Monday at 2:00 PM EST