

Broadsheet Modular Sizes

	Double Truck 12 col x 20"	Full Page 6 col x 20"	3/4 Page 5 col x 18"	1/2 Page (H) 6 col x 10"	1/2 Page (V) 3 col x 20"	2/5 Page 4 col x 12"	1/3 Page (H) 5 col x 8"	1/3 Page (V) 2 col x 20"	1/4 Page (H) 6 col x 5"	1/4 Page (V) 3 col x 10"	1/5 Page 3 col x 8"	1/6 Page (H) 4 col x 5"	1/6 Page (V) 2 col x 10"	
Earned Rate (monthly)														
OPEN	\$41.25	\$9,900	\$4,950	\$3,713	\$2,475	\$2,475	\$1,980	\$1,650	\$1,650	\$1,238	\$1,238	\$990	\$825	\$825
20 inches	\$33.32	\$7,997	\$3,998	\$2,999	\$1,999	\$1,999	\$1,599	\$1,333	\$1,333	\$1,000	\$1,000	\$800	\$666	\$666
43 inches	\$30.09	\$7,222	\$3,611	\$2,708	\$1,805	\$1,805	\$1,444	\$1,204	\$1,204	\$903	\$903	\$722	\$602	\$602
86 inches	\$27.04	\$6,490	\$3,245	\$2,434	\$1,622	\$1,622	\$1,298	\$1,082	\$1,082	\$811	\$811	\$649	\$541	\$541
123 inches	\$25.35	\$6,084	\$3,042	\$2,282	\$1,521	\$1,521	\$1,217	\$1,014	\$1,014	\$761	\$761	\$608	\$507	\$507
322 inches	\$23.21	\$5,570	\$2,785	\$2,089	\$1,393	\$1,393	\$1,114	\$928	\$928	\$696	\$696	\$557	\$464	\$464
580 inches	\$21.47	\$5,153	\$2,576	\$1,932	\$1,288	\$1,288	\$1,031	\$859	\$859	\$644	\$644	\$515	\$429	\$429
903 inches	\$19.24	\$4,618	\$2,309	\$1,732	\$1,154	\$1,154	\$924	\$770	\$770	\$577	\$577	\$462	\$385	\$385
1,290+ inches	\$18.30	\$4,392	\$2,196	\$1,647	\$1,098	\$1,098	\$878	\$732	\$732	\$549	\$549	\$439	\$366	\$366

Bulk Rate (annually)

OPEN	\$41.25	\$9,900	\$4,950	\$3,713	\$2,475	\$2,475	\$1,980	\$1,650	\$1,650	\$1,238	\$1,238	\$990	\$825	\$825
500"	\$29.15	\$6,996	\$3,498	\$2,624	\$1,749	\$1,749	\$1,399	\$1,166	\$1,166	\$875	\$875	\$700	\$583	\$583
1,000"	\$25.86	\$6,206	\$3,103	\$2,327	\$1,552	\$1,552	\$1,241	\$1,034	\$1,034	\$776	\$776	\$621	\$517	\$517
1,500"	\$25.08	\$6,019	\$3,010	\$2,257	\$1,505	\$1,505	\$1,204	\$1,003	\$1,003	\$752	\$752	\$602	\$502	\$502
2,500"	\$24.21	\$5,810	\$2,905	\$2,179	\$1,453	\$1,453	\$1,162	\$968	\$968	\$726	\$726	\$581	\$484	\$484
3,500"	\$22.23	\$5,335	\$2,668	\$2,001	\$1,334	\$1,334	\$1,067	\$889	\$889	\$667	\$667	\$534	\$445	\$445
5,000"	\$20.66	\$4,958	\$2,479	\$1,859	\$1,240	\$1,240	\$992	\$826	\$826	\$620	\$620	\$496	\$413	\$413
7,500"	\$19.32	\$4,637	\$2,318	\$1,739	\$1,159	\$1,159	\$927	\$773	\$773	\$580	\$580	\$464	\$386	\$386
10,000"	\$18.67	\$4,481	\$2,240	\$1,680	\$1,120	\$1,120	\$896	\$747	\$747	\$560	\$560	\$448	\$373	\$373
13,000"	\$18.30	\$4,392	\$2,196	\$1,647	\$1,098	\$1,098	\$878	\$732	\$732	\$549	\$549	\$439	\$366	\$366
Pickup w/in 6 days	\$19.63	\$4,711	\$2,356	\$1,767	\$1,178	\$1,178	\$942	\$785	\$785	\$589	\$589	\$471	\$393	\$393

Special Ad Positions

	Strips (6 col x 3)	Skybox (2.5" x .75")
Front Page	\$500	Front Page \$150
Secton Front	\$350	Secton Front \$100



Broadsheet Modular Sizes

	3/20 Page 3 col x 6"	1/8 Page 3 col x 5"	1/10 Page 3 col x 4"	1/12 Page 2 col x 5"	1/16 Page 3 col x 2.5"	2/30 Page 2 col x 4"	1/20 Page 2 col x 3"	1/30 Page (H) 2 col x 2"	1/30 Page (V) 1 col x 4"	1/40 Page 1 col x 3"	1/60 Page 1 col x 2"	
Earned Rate (monthly)												
OPEN	\$41.25	\$743	\$619	\$495	\$413	\$309	\$330	\$248	\$165	\$165	\$124	\$83
20 inches	\$33.32	\$600	\$500	\$400	\$333	\$250	\$267	\$200	\$133	\$133	\$100	\$67
43 inches	\$30.09	\$542	\$451	\$361	\$301	\$226	\$241	\$181	\$120	\$120	\$90	\$60
86 inches	\$27.04	\$487	\$406	\$324	\$270	\$203	\$216	\$162	\$108	\$108	\$81	\$54
123 inches	\$25.35	\$456	\$380	\$304	\$254	\$190	\$203	\$152	\$101	\$101	\$76	\$51
322 inches	\$23.21	\$418	\$348	\$279	\$232	\$174	\$186	\$139	\$93	\$93	\$70	\$46
580 inches	\$21.47	\$386	\$322	\$258	\$215	\$161	\$172	\$129	\$86	\$86	\$64	\$43
903 inches	\$19.24	\$346	\$289	\$231	\$192	\$144	\$154	\$115	\$77	\$77	\$58	\$38
1,290+ inches	\$18.30	\$329	\$275	\$220	\$183	\$137	\$146	\$110	\$73	\$73	\$55	\$37
Bulk Rate (annually)												
OPEN	\$41.25	\$743	\$619	\$495	\$413	\$309	\$330	\$248	\$165	\$165	\$124	\$83
500"	\$29.15	\$525	\$437	\$350	\$292	\$219	\$233	\$175	\$117	\$117	\$87	\$58
1,000"	\$25.86	\$465	\$388	\$310	\$259	\$194	\$207	\$155	\$103	\$103	\$78	\$52
1,500"	\$25.08	\$451	\$376	\$301	\$251	\$188	\$201	\$150	\$100	\$100	\$75	\$50
2,500"	\$24.21	\$436	\$363	\$291	\$242	\$182	\$194	\$145	\$97	\$97	\$73	\$48
3,500"	\$22.23	\$400	\$333	\$267	\$222	\$167	\$178	\$133	\$89	\$89	\$67	\$44
5,000"	\$20.66	\$372	\$310	\$248	\$207	\$155	\$165	\$124	\$83	\$83	\$62	\$41
7,500"	\$19.32	\$348	\$290	\$232	\$193	\$145	\$155	\$116	\$77	\$77	\$58	\$39
10,000"	\$18.67	\$336	\$280	\$224	\$187	\$140	\$149	\$112	\$75	\$75	\$56	\$37
13,000"	\$18.30	\$329	\$275	\$220	\$183	\$137	\$146	\$110	\$73	\$73	\$55	\$37
Pickup w/in 6 days	\$19.63	\$353	\$294	\$236	\$196	\$147	\$157	\$118	\$79	\$79	\$59	\$39

www.DailyLocal.com

DAILY LOCAL NEWS

250 North Bradford Avenue, West Chester PA 19382
610.430.1134