



THE HERALD REPUBLICAN

Effective October 1, 2009

Serving Steuben County

6 Column Display
Monday through Saturday

Rates are bulk rates, with incentives for increased volumes

| <u>REVENUE</u> | <u>RATE</u> |
|----------------------|-------------|
| OPEN (No Contract) | \$12.81 |
| \$500 - \$ 999 | \$12.60 |
| \$1,000 - \$ 2,499 | \$12.08 |
| \$2,500 - \$ 4,999 | \$11.55 |
| \$5,000 - \$ 6,999 | \$11.03 |
| \$7,000 - \$ 9,999 | \$10.61 |
| \$10,000 - \$ 14,999 | \$10.29 |
| \$15,000 - \$ 19,999 | \$10.08 |
| \$20,000 - \$ 24,999 | \$9.77 |
| \$25,000 - \$ 29,999 | \$9.56 |
| \$30,000 - \$ 39,999 | \$9.24 |
| \$40,000 - \$ 49,999 | \$9.03 |
| \$50,000 - \$ 59,999 | \$8.72 |
| \$60,000 - \$ 69,999 | \$8.51 |
| \$70,000 - \$ 79,999 | \$8.30 |
| \$80,000 - \$ 89,999 | \$7.98 |
| \$90,000 - \$ 99,999 | \$7.77 |
| \$100000 - over | \$7.14 |

BONUS PICK-UP RATE FOR CONTRACT ADVERTISERS

Contract advertisers may repeat their ad up to 6 times in the same publication within a 7 day period without any changes at 50% off their contract rate for each insertion.

The Herald Republican

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