



Beloit Daily News

The Stateline's Choice

National Advertising Rate Card

Effective January 1, 2017

Kent D. Eymann, Publisher

Todd Colling, Ad Director

Lori Buck, National Accounts Representative

Open Rate	\$37.85
TMC Pick-Up Rate	\$9.00
Classified Open Rate	\$32.00

Bulk Contract Rates

(Within one year, signed in advance)

240 Inches.....	\$27.85
600 Inches.....	\$27.50
1,200 Inches.....	\$26.85
2,700 Inches.....	\$26.00

Color Rates

1 Color.....	\$315.00
2 Color.....	\$395.00
3 Color.....	\$495.00

Insert Pricing

Prices listed are CPM (Cost Per Thousand), and are based on full circulation in the Beloit Daily News. An additional charge of 10 % will be made for odd-sized or zoned inserts that require extra handling.

Single Sheet.....	\$72.00
4 Page Tab / 2 Reg	\$76.00
8 Page Tab / 4 Reg	\$77.00
12 Page Tab / 6 Reg	\$78.00
16 Page Tab / 8 Reg	\$79.00
20 Page Tab / 12 Reg	\$80.00
24 Page Tab / 12 Reg	\$81.00
28 Page Tab / 14 Reg	\$82.00
32 Page Tab / 16 Reg	\$83.00

The above rates and placement are subject to the terms and conditions of the Beloit Daily News rate card effective December 1, 2016.

**The Beloit Daily News is published Monday through Friday, PM edition,
Saturday, AM edition**

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