

Pickup Discount

The Pickup Discount applies when the same ad runs two or more times in a seven-day period.

One ad runs at full price; **second and subsequent insertions receive 15% off.**

- First day or Sunday is full price
- Discount is off open or signed ROP contract rates and applies to space only
- Minor copy but no size changes allowed
- Ads apply to ROP dollar volume and frequency contracts
- Does not apply to ads billed under the Full Page Annual Bulk or Full Page Flexi program
- Other restrictions may apply

Triple Play Discount

The Triple Play Discount applies when the same ad, 20" or larger, runs three or more times in a seven-day period.

One ad runs at full price; subsequent ads receive:

15% off second insertion

20% off third insertion

25% off fourth – seventh insertions

- Minimum ad size is 20 column inches
- First day or Sunday is full price
- Discounts are off open or signed ROP contract rates and apply to space only
- Minor copy but no size changes allowed
- Ads apply to ROP dollar volume and frequency contracts
- Does not apply to ads billed under the Full Page Annual Bulk or Full Page Flexi program
- Other restrictions may apply

Value Plus Rates

Value Plus rates are special discounted rates available in the Thursday NWWeekend section. Contract must be signed in advance of publication to receive frequency rates. Contract is based on number of insertions within a 52-week period.

Value Plus Rates

	Open	6 – 12x	13 – 25x	26x+
Noncommissionable	\$96.30	\$80.74	\$73.62	\$61.28

	Open	6 – 12x	13 – 25x	26x+
Commissionable	\$113.30	\$94.98	\$86.62	\$72.10

Value Plus Color Rates

Process and Standard Colors:

CYAN (BLUE NAA-A000), MAGENTA (NAA-0A00), YELLOW (NAA-00A0) AND RED (NAA-0AA0)

Black and	Noncomm.	Comm.
One color	\$1,280	\$1,506
Two colors	1,930	2,272
Three colors	2,550	3,000

Color discounts do not apply to Value Plus color rates.