

SUNDAY COLOR COMICS

There are several ad positions available; all rates below include full color. Cancellations within 27 days of publication will result in a cancellation charge of \$510 (noncomm.).

Comics Strip Ad

(rates are per unit)

The Comics Strip Ad is a single ad position that runs inside the Sunday Comics on the bottom of the page.

	Noncomm.	Comm.
1.5" strip (10.25" x 1.5")	\$1,730	\$2,040
1" strip (10.25" x 1")	1,160	1,365

Comics Wrap (Spadea)

The Comics wrap consists of two full pages of advertising printed front and back on a single broadsheet page. It is folded lengthwise around the outside of the Sunday Comics. One wrap position is available each week. The image area is 10.25" x 20" per page. Frequency rates are available. Contact your account executive for details.

	Noncomm.	Comm.
Comics wrap position (open rate)	\$25,270	\$29,730

Comics Press Insert

The Comics Press Insert is printed as part of the Sunday Comics and is positioned inside the comics section. Only one position is available each week. Frequency rates are available. Contact your account executive for details.

Open rate per insertion	Noncomm.	Comm.
4-page tabloid, 2-page standard	\$18,600	\$21,885

TV TIMES

TV Times

TV Times is a weekly tabloid distributed in the Sunday newspaper.

Rates

	Open	6-12x	13-25x	26x+
Noncommissionable	\$96.30	\$80.75	\$73.65	\$61.30
Commissionable	113.29	95.00	86.65	72.12

Ad Positions

The following position requests are subject to availability. Regular rates apply.

Position	Availability
Cover	6 columns x 5"
Page 3	Any size
Back Page	6 columns x 10.5"

TV Times 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 TV Times color rates.