

2011 STATEWIDE NETWORK RATES

Revision Date: 12/12/08

STATE	25 Word Rate	Add'l Words	Circ/# Publ.	Deadline	Comments/Discounts
Alabama	\$210	\$7.50	890,000 (116)	Mon. - 5 p.m.	
Alaska	\$599	\$14	368,400 (35)	Fri. - 4 p.m.	Run 4 wks./\$75 off 4th wk.
Arizona	\$330	\$11	1,115,700 (92)	Tuesday, 5 p.m.	Run 4 wks./50% off 4th wk.
Arkansas	\$275	\$10	970,000 (126)	Wed. - 4 p.m.	
Northeast Region			411,422 (38)		1 Region - \$100
Central Region			105,400 (18)		2 Regions - \$150
Northwest Region			305,026 (30)		3 Regions - \$200
Southern Region			323,323 (38)		All 4 - \$275
California	\$550	\$15	3,000,000 (240)	Wed. - 10 a.m.	
Northern Region	\$350	\$10	1,500,000 (100)	Wed. - 10 a.m.	
Southern Region	\$365	\$10	1,500,000 (100)	Wed. - 10 a.m.	
Colorado	\$250	\$7	706,267 (104)	Wed. - 5 p.m.	Run 4 wks., get 5th wk. free
Florida	\$475	\$10	2,266,675 (164)	Tues. - Noon	Run 4 wks., get 5th wk. free
Georgia	\$300	\$7	1,200,000 (105)	Mon. - Noon	
Hawaii	\$635	\$9.50	1,223,100 (32)	Mon. - Noon	Run 4 wks./\$75 off 4th wk.
Hoosier	\$320	\$10	928,606 (130)	Wed. - Noon	Run 4 wks., 50% off 4th wk.
Idaho	\$150	\$5	335,000 (49)	Wed. - Noon	
Illinois	\$525	\$10	1,917,219 (370)	Wed. - 10 a.m.	
Chicagoland (\$325)			746,954 (123)		1 Zone - \$225
Northern Zone:			535,562 (81)		2 Zones - \$375
Central Zone:			383,094 (96)		3 Zones - \$425
Southern Zone:			251,609 (70)		Run 4 wks., 50% off 4th wk.
Iowa	\$300	\$9	1,199,056 (229)	Wed. - 10 a.m.	Run 5 wks., 6th wk. is free
4 Regions	\$110	\$4			NW, SW, NE, SE
Kansas	\$300	\$12	500,000 (112)	Tues., 5 p.m.	Frequency Discounts Allowed
Kentucky	\$250	\$7	876,000 (65)	Wed. - 5 p.m.	
Louisiana	\$265	\$9	1,150,930 (118)	Wed. - Noon	Buy 4 wks., 5 wk. is free
One Region	\$175	\$8			North, SE or SW
Two Regions	\$200	\$8			
MDDC	\$495	\$8	2,300,000 (121)	Wed. - Noon	Run 4 wks., get 5th wk. free
Michigan	\$299	\$7	1,660,178 (139)	Tues. - Noon	
Minnesota	\$199	\$10	1,000,000 (240)	Tues. - 5 p.m.	Regions Available
Mississippi	\$210	\$8	1,001,851 (104)	Mon. - 5 p.m.	4 wks-10%, 13-15%, 25-25%
Missouri	\$300	\$10	1,030,088 (202)	Wed. - Noon	
Montana	\$139	\$4	250,000 (70)	Wed.. - 5 p.m.	
Nebraska	\$210	\$7	401,500 (172)	Wed. - 10 a.m.	\$200 rate for 4 wks., no chgs.
Nevada	\$149	\$5	380,000 (21)	Wed. - Noon	
New England (NEPA) mainly weekly	\$295	\$8	1,600,000 (216)	Wed. - Noon	4 wks, no chngs 4th wk. free
Baystate Region (MA)	\$185				Combo Rates Available
Southern Region (CT & RI)	\$120				
Tri-state Region (ME, NH & VT)	\$110				
New England (NENA) mainly daily	\$300	\$5	1,060,000 (50)	Wed. - Noon	4 wks, no chngs 5th wk. free
New Jersey	\$475	\$13	2,200,000 (152)	Wed. - Noon	4 wks. no chngs 5th wk. free
Northern Region	\$399	\$13			
Southern Region	\$175	\$13			
New Mexico	\$154	\$5	213,795 (28)	Thurs. - Noon	
New York	\$425	\$10	1,962,441 (282)	Wed. - 11 a.m.	Run 4 wks./5th week is free
New York City Region	\$175	\$10	907,601 (59)		
Long Island Region	\$175	\$10	361,579 (70)		
Central Region	\$175	\$10	313,090 (68)		
Western	\$175	\$10	380,171 (85)		
New York Publ.	\$425	\$15	1,580,598 (47)	Thurs. - 4 p.m.	
North Carolina	\$330	\$10	1,803,211 (118)	Tues. - 5 p.m.	
North Dakota	\$150	\$5	315,000 (90)	Tues. - Noon	Buy 12 weeks, 13th is free
Ohio	\$295	\$10	1,539,438 (146)	Tues. - 10 a.m.	
Oklahoma	\$285	\$10	1,200,000 (194)	Wed. - 10:30 a.m.	Run 4 wks., 5th wk. is free
Oregon	\$250	\$8	551,096 (75)	Tues. - 5 p.m.	
Pennsylvania	\$475	\$10	2,500,000 (162)	Wed. - Noon	Run 4 wks., 5th wk. is free
Eastern Region	\$315				
Western Region	\$265				
South Carolina	\$375	\$12	1,214,188 (102)	Wed. - 10 a.m.	
South Dakota	\$150	\$5	319,000 (137)	Tues. - Noon	
Tennessee	\$265	\$10	669,645 (84)	Tues. - Noon	Buy 4 wks, 5th wk. Is free
Eastern Region	\$115	\$10			
Middle Region	\$115	\$10			
Western Region	\$95	\$10			
Texas	\$450	\$14	1,167,316 (314)	Tues. - 5 p.m.	1 region \$195, 2 regions \$390
Northern Region	\$195	\$6	444,526 (108)		
Southern Region	\$195	\$6	470,600 (103)		
Western Region	\$195	\$6	253,190 (103)		
Utah	\$163	\$5	340,000 (45)	Tues. - Noon	5% off 4th wk. no changes
Virginia	\$275	\$10	1,150,222 (80)	Wed. - Noon	
Washington	\$195	\$8	788,000 (86)	Mon. - 4 p.m.	
West Virginia	\$250	\$7	653,596 (70)	Wed. - Noon	

Wisconsin	\$250	\$10	1,200,000 (184)	Wed. - 2 p.m.	4 wks, no chngs 5th wk. free
4 regions available	\$80	\$5		Wed. - 2 p.m.	NW, NE, SW, SE
Wyoming	\$135	\$5	174,994 (44)	Thurs. - 2 p.m.	25% on 5th wk, no changes