

2008 CLASSIFIED PRINT ADVERTISING RATES

All Rates are NET

<u>Frequency</u>	<u>1x</u>	<u>3x</u> <small>consecutive</small>	<u>8x</u>	<u>13x</u>	<u>26x</u>	<u>39x</u>	<u>52x</u>
<u>Per Column Inch</u>	\$460	\$250	\$210	\$200	\$175	\$165	\$155
1 column inch	\$460	\$250	\$210	\$200	\$175	\$165	\$155
<i>Total per contract</i>		\$750	\$1,680	\$2,600	\$4,550	\$6,435	\$8,060
2 column inches	\$920	\$500	\$420	\$400	\$350	\$330	\$310
<i>Total per contract</i>		\$1,500	\$3,360	\$5,200	\$9,100	\$12,870	\$16,120
3 column inches	\$1,380	\$750	\$630	\$600	\$525	\$495	\$465
<i>Total per contract</i>		\$2,250	\$5,040	\$7,800	\$13,650	\$19,305	\$24,180
4 column inches	\$1,840	\$1,000	\$840	\$800	\$700	\$660	\$620
<i>Total per contract</i>		\$3,000	\$6,720	\$10,400	\$18,200	\$25,740	\$32,240
5 column inches	\$2,300	\$1,250	\$1,050	\$1,000	\$875	\$825	\$775
<i>Total per contract</i>		\$3,750	\$8,400	\$13,000	\$22,750	\$32,175	\$40,300
6 column inches	\$2,760	\$1,500	\$1,260	\$1,200	\$1,050	\$990	\$930
<i>Total per contract</i>		\$4,500	\$10,080	\$15,600	\$27,300	\$38,610	\$48,360
7 column inches	\$3,220	\$1,750	\$1,470	\$1,400	\$1,225	\$1,155	\$1,085
<i>Total per contract</i>		\$5,250	\$11,760	\$18,200	\$31,850	\$45,045	\$56,420
8 column inches	\$3,680	\$2,000	\$1,680	\$1,600	\$1,400	\$1,320	\$1,240
<i>Total per contract</i>		\$6,000	\$13,440	\$20,800	\$36,400	\$51,480	\$64,480

Want to add COLOR? Add 10%

Blind Box Ads require a minimum of 2 column inches.

2008 SPECIAL WEBSITE AND e CLASSIFIED RATES WHEN ALSO RUNNING IN PRINT CLASSIFIEDS

Have your Classified ad appear on F/T's Website and emailed to E-Classified Newsletter subscribers weekly when running classified ad in print!

Rates Per Insertion Per Week

(Must also advertise in print version of F/T's Classified section in order to receive these rates.)

12x or under contract	\$125 per 50 words per week
13x or over contract	\$115 per 50 words per week

CALL **Spencer Whittle** @ (336) 605-1027 swhittle@reedbusiness.com
 or **Karen Hancock** @ (336) 605-1047 khancock@reedbusiness.com
 FAX @ (336) 605-1143