

21-10APR07 - Newspaper Advertising

BID TABULATION		Columbia Daily Tribune
4.7.	Classified - Legal Advert.- Group A - Single Column Ads	
4.7.1.	Price Per Line: Monday-Saturday	\$0.89
4.7.2.	Price Per Line: Sunday	\$0.89
4.7.3.	Probate Notices	\$125.00
4.7.4.	Trustee's Sales	\$0.52
4.8.	Non-Classified General: Group B	
4.8.1.	Price Per Column Inch - Wednesday	\$16.85
4.8.2.	Price Per Column Inch - Sunday	\$16.35
4.8.3.	Price Per Column Inch - M,T, Th,F	\$13.60
4.9.	Classified - Employment: Group C - Multiple Column Ads	
4.9.1.	Price Per Column Inch - Wednesday	\$17.55
4.9.2.	Price Per Column Inch - Sunday	\$17.00
4.9.3.	Price Per Column Inch - M,T, Th,F	\$13.95
4.9.4.	Example Base Ad	\$136.00 2x4 Sunday
4.9.5.	Election Notices	\$8.25
4.9.6.	Classified Section: Single Column Ads	\$4.15
4.9.10.	Tax Sale Ad	\$8.25
4.13.	Circulation - Number of Subscribers	Daily: 18,179 Sunday: 22,799
4.14.	Circulation - Wednesday Edition	45,000
4.1.4.	Cooperative Purchasing - Yes/No	Yes
	Renewal Period Maximum Increase: 1st Renewal	2%
	Renewal Period Maximum Increase: 2nd Renewal	2%
	Renewal Period Maximum Increase: 3rd Renewal	2%
	Renewal Period Maximum Increase: 4th Renewal	3%