

21-15APR08 - Newspaper Advertising

<b>BID TABULATION</b>		<b>Columbia Daily Tribune</b>
<b>4.7.</b>	<b>Classified - Legal Advert.- Group A - Single Column Ads</b>	
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
<b>4.8.</b>	<b>Non-Classified General: Group B</b>	
4.8.1.	Price Per Column Inch - Wednesday	\$17.45
4.8.2.	Price Per Column Inch - Sunday	\$16.90
4.8.3.	Price Per Column Inch - M,T, Th,F	\$14.10
<b>4.9.</b>	<b>Classified - Employment: Group C - Multiple Column Ads</b>	
4.9.1.	Price Per Column Inch - Wednesday	\$18.15
4.9.2.	Price Per Column Inch - Sunday	\$17.60
4.9.3.	Price Per Column Inch - M,T, Th,F	\$14.45
4.9.4.	Example Base Ad	\$140.80
4.9.5.	Election Notices	\$8.42
4.9.6.	Classified Section: Single Column Ads	\$4.28
4.9.10.	Tax Sale Ad	\$8.42
<b>4.13.</b>	<b>Circulation - Number of Subscribers Daily</b>	19,222
	<b>Circulation - Number of Subscribers Sunday Edition</b>	23,770
<b>4.14.</b>	<b>Circulation - Number of Subscribers Wednesday Edition</b>	Full Circulation 43,000
	<b>Free Circulation on Saturday</b>	No free paper on Sat
	<b>Free Circulation for Saturday &amp; Sunday combined</b>	23,000
<b>4.1.4.</b>	<b>Cooperative Purchasing - Yes/No</b>	Yes
	<b>Renewal Period Maximum Increase: 1st Renewal</b>	2%
	<b>Renewal Period Maximum Increase: 2nd Renewal</b>	2%
	<b>Renewal Period Maximum Increase: 3rd Renewal</b>	2%
	<b>Renewal Period Maximum Increase: 4th Renewal</b>	2%