

07-03MAR09 - Newspaper Advertising Term and Supply

		Missourian	Columbia Daily Tribune
BID TABULATION			
4.7.	Classified - Legal Advert.- Group A - Single Column Ads		
4.7.1.	Price Per Line: Monday-Saturday (Tribune); Tuesday - Friday (Missourian)	\$0.65	\$0.89
4.7.2.	Price Per Line: Sunday	\$0.65	\$0.89
4.7.3.	Probate Notices	\$100.00	\$125.00
4.7.4.	Trustee's Sales	\$0.45	\$0.52
4.8.	Non-Classified General: Group B		
4.8.1.	Price Per Column Inch - Wednesday	\$7.90	\$14.38
4.8.2.	Price Per Column Inch - Sunday	\$7.90	\$13.90
4.8.3.	Price Per Column Inch - M,T, Th,F	\$7.90	\$11.61
4.9.	Classified - Employment: Group C - Multiple Column Ads		
4.9.1.	Price Per Column Inch - Wednesday	\$7.90	\$14.93
4.9.2.	Price Per Column Inch - Sunday	\$7.90	\$14.50
4.9.3.	Price Per Column Inch - M,T, Th,F	\$7.90	\$11.89
4.9.4.	Example Base Ad	\$63.20	\$116.00
4.9.5.	Election Notices	\$0.00	\$8.60
4.9.6.	Classified Section: Single Column Ads	\$7.90	\$3.48
4.10.	Tax Sale Ad	\$7.90	\$8.60
4.11.	Renewal Period Maximum Increase: 1st Renewal	No Response	2%
	Renewal Period Maximum Increase: 2nd Renewal	No Response	2%
	Renewal Period Maximum Increase: 3rd Renewal	No Response	2%
	Renewal Period Maximum Increase: 4th Renewal	No Response	2%
4.12.	Describe extra circulation papers and list associated costs	n/a	Sunday Extra (22,000 add'l) \$5.00
4.13.	Circulation - Number of Subscribers Daily	6,333	18,629
4.14.	Circulation - Number of Subscribers Sunday Edition	6,333	22,689
4.15.	Circulation - Number of Subscribers Wednesday Edition	6,333	19,749
4.16.	Days that offer free circulation and the circulation #	n/a	Wednesday (21,909) no additional cost
4.19.	Cooperative Purchasing - Yes/No	Yes	Yes
		Note: Missourian does not have a Monday or Saturday paper	

No Bids