



Quarter Page Networks

	<u>Newspapers</u>	<u>Circulation</u>	<u>Cost per Week</u>	<u>Deadline</u>
Arizona	88	926,784	\$23,500	Tuesday - noon
Eastern AZ	8	38,331	\$2,138	
Western AZ	9	64,616	\$3,872	
South Central AZ	19	213,200	\$8,547	
North Central AZ	9	68,511	\$3,758	
Maricopa County				
East	9	248,236	\$2,454	
West	14	257,844	\$4,051	
Phoenix	11	219,161	\$3,544	

AZ: half-page ads available for \$47,000 per week; full-page ads available for \$94,000 per week

NEW – select minimum of 9 newspapers and save 25% off open rates. Contact TPS for list & rates.

California	52	4,000,000	\$55,125	Monday - 5 PM
-------------------	----	-----------	----------	---------------

CA: 1/4 page ad dimension 4.89" w x 10.5" h

CA: 1/8 page ads available for \$26,250 per week [1/8 page ad dimension 4.89" w x 5" h]

Colorado	92	497,814	\$15,000	Monday - 5 PM
Metro CO	22	204,333	\$6,300	
Northeast CO	19	92,158	\$4,500	
Southeast CO	24	111,441	\$4,500	
Western Slope CO	27	86,607	\$4,500	

CO: 1/4 page ad dimensions 5" w x 6" h and 5" w x 10" h



Quarter Page Networks

	<u>Newspapers</u>	<u>Circulation</u>	<u>Cost per Week</u>	<u>Deadline</u>
Illinois	32	1,019,206	\$16,500	Thursday- noon
Northern IL	17	651,475	\$12,500	
Central/Southern IL	15	367,731	\$6,500	
IL: one ad per week, so reservations suggested. 1/4 page ad dimensions 5" w x 10" h and 5.6" w x 10" h				
Louisiana	100	785,070	\$12,000	Tuesday- noon
LA: Limited to 6 ads per calendar year & only approved advertising categories. Ad dimension 4.944" x10"				
Mississippi	79	333,253	\$8,995	Monday- noon
North MS	30	137,345	\$4,450	
Central MS	29	122,639	\$2,825	
South MS	20	73,269	\$2,100	
MS: one ad per week, so reservations suggested. 1/4 page ad dimension 5.75" w x 10.5" h				
North Carolina	117	1,700,000	\$30,000	Wednesday- noon
Region 1	16	122,186	\$2,700	
Region 2	17	440,350	\$9,700	
Region 3	16	229,767	\$5,100	
Region 4	10	187,174	\$4,150	
Region 5	12	357,010	\$7,800	
Region 6	12	143,902	\$3,150	
Region 7	25	174,443	\$4,000	
Region 8	8	91,408	\$2,000	

NC: Regions West to East. 1/4 page ad dimensions 4.889" w x 10.5" h and 4.889" w x 7.5" h



Quarter Page Networks

	<u>Newspapers</u>	<u>Circulation</u>	<u>Cost per Week</u>		<u>Deadline</u>
			1/4 Page	1/2 Page	Full Page
South Carolina					
SC Statewide	97	1,069,374	\$16,000	\$32,000	\$64,000
Pee Dee SC	22	200,636	\$4,000	\$8,000	\$16,000
Lowcountry SC	18	264,884	\$4,500	\$9,000	\$18,000
Midlands SC	35	341,507	\$7,500	\$15,000	\$30,000
Upstate SC	22	262,347	\$6,500	\$13,000	\$26,000
SC: 1/4 page ad dimensions 5.25" w x 10.5" h and 4.875" w x 7.5" h.					Wednesday- noon
Tennessee					
	76	490,049	\$9,500		Tuesday- noon
Eastern TN	26	293,552	\$4,300		
Middle TN	31	137,915	\$4,300		
Western TN	19	58,582	\$3,200		
TN: 1/4 page ad dimensions 5.25" w x 10.5" h and 4.875" w x 7.5" h.					

Ads run one time in each participating newspaper during the week. The exact publication day is at the discretion of the newspapers. Each state reserves the right to amend its rates, circulation, and number of newspapers at any time. Each state reserves the right to edit or reject advertising that does not meet regular approval policy. Most states expect 85% to 90% of the newspapers will run any given ad.

Updated 1/27/2017