



75 Fountain Street, Providence, R.I. 02902

401-277-7043

Toll Free: 1-888-776-8565

2008 General Rates and Information

Rates effective January 1, 2008

ROP RATES (Gross Rate)

General ROP rates are based on the number of column inches a customer runs in a fiscal year.
Open rates apply to advertisers without a 2007 Annual Investment Contract.

General Advertising Rates Contract Inches Per Year	Sunday/ Holiday Journal	Daily Journal	Add 1st. Daily	Each Add'l Daily
Open Rate (Less than 126")	\$343.65	\$286.01	\$214.51	\$188.76
126" to 378"	\$321.72	\$267.75	\$200.82	\$176.72
379" to 755" (3 Pages)	\$305.86	\$254.87	\$191.15	\$168.21
756" to 1,512" (6 Pages)	\$295.65	\$246.24	\$184.68	\$162.52
1,513" to 2,268" (12 Pages)	\$287.77	\$239.14	\$179.36	\$157.83
2,269" to 3,024" (18 Pages)	\$258.44	\$217.65	\$163.23	\$143.64
3,025" to 3,780" (24 Pages)	\$236.27	\$195.73	\$146.80	\$129.19
Over 3,780"	\$200.50	\$167.13	\$125.35	\$110.31

ROP COLOR RATES (Gross Rates)

Process Spot or Full Color. Daily or Sunday

	1/2 Page or Less	Over 1/2 Page	Double Trucks & Facing pages
Open Rate	\$2,730	\$3,344	\$6,689
6 Times	\$2,542	\$3,080	\$6,159
12 Times	\$2,399	\$2,893	\$5,785
24 Times	\$2,306	\$2,798	\$5,597
36 Times	\$2,138	\$2,632	\$5,266
48 Times	\$2,022	\$2,492	\$4,985
72 Times	\$1,927	\$2,330	\$4,656
104 Times	\$1,832	\$2,138	\$4,281

MECHANICAL MEASUREMENTS (Display Broadsheet)

Full Page Ad = 12" x 21"
 Ear Ad = 2.625" x 1.75"
 Double Truck = 24.5" x 21"
 Island Ad = 6.5" (or 3.25") x any depth

Columns	Production Measure	Fractions
1	1.86"	1-13/16"
2	3.88"	3-7/8"
3	5.91"	5-7/8"
4	7.94"	7-15/16"
5	9.97"	9-15/16"
6	12"	12"

PREPRINTED SECTIONS

Preprints are advertising circulars inserted in The Providence Sunday Journal and/or daily Providence Journal. Preprint rates are based on the number of pages and insertions run in a twelve - month period. Preprints are accepted 7 days a week (subject to availability) including holidays. Preprints must be delivered Freight Prepaid to our platform, and conforming to our Publication and Delivery Standards. Reservation/Cancellation Deadline is 21 calendar days in advance of publication. No cancellations after that time. Non-contract rates apply to advertisers without a 2007 Annual Investment Contract. For larger size sections or unusual shapes, submit in advance for approval and rate.

For Preprinted price quotes and quantities required call: 1-888-776-8565 or 1-401-277-8000 Fax: 401-277-7802



75 Fountain Street, Providence, R.I. 02902

401-277-7043

Toll Free: 1-888-776-8565

2008 General Rates and Information

Rates effective January 1, 2008

PREPRINT RATES

GROSS RATES

Sunday Full Run	2 Tab	\$103
Sunday Full Run	4 Tab	\$103
Sunday Full Run	8 Tab	\$106
Sunday Full Run	12 tab	\$134
Sunday Full Run	16 Tab	\$171
Sunday Full Run	20 Tab	\$198
Sunday Full Run	24 Tab	\$209
Sunday Full Run	28 Tab	\$109
Sunday Full Run	32 Tab	\$212
Sunday Full Run	36 Tab	\$214
Sunday Full Run	40 Tab	\$220

GROSS RATES

Daily Full Run	2 Tab	\$118
Daily Full Run	4 Tab	\$118
Daily Full Run	8 Tab	\$121
Daily Full Run	12 Tab	\$145
Daily Full Run	16 Tab	\$167
Daily Full Run	20 Tab	\$181
Daily Full Run	24 Tab	\$189
Daily Full Run	28 Tab	\$196
Daily Full Run	32 Tab	\$205
Daily Full Run	36 Tab	\$213
Daily Full Run	40 Tab	\$222

NET RATES

		<u>1 Time</u>	<u>12 Times</u>	<u>24 Times</u>	<u>36 Times</u>	<u>48 Times</u>
Area	2 Tab	\$176	\$158	\$158	\$140	\$131
Area	4 Tab	\$176	\$158	\$158	\$141	\$131
Area	8 Tab	\$181	\$158	\$158	\$141	\$131
Area	12 tab	\$183	\$168	\$168	\$145	\$140
Area	16 Tab	\$187	\$169	\$169	\$147	\$141
Area	20 Tab	\$196	\$170	\$170	\$150	\$143
Area	24 Tab	\$201	\$173	\$173	\$151	\$144
Area	28 Tab	\$207	\$176	\$176	\$153	\$145
Area	32 Tab	\$212	\$178	\$178	\$155	\$147
Area	36 Tab	\$216	\$181	\$181	\$158	\$153
Area	40 Tab	\$224	\$184	\$184	\$167	\$156

NET RATES

		<u>1 Time</u>	<u>12 Times</u>	<u>24 Times</u>	<u>36 Times</u>	<u>48 Times</u>
Selective	2 Tab	\$176	\$163	\$163	\$145	\$141
Selective	4 Tab	\$176	\$163	\$163	\$145	\$141
Selective	8 Tab	\$181	\$163	\$163	\$145	\$141
Selective	12 tab	\$183	\$167	\$167	\$151	\$144
Selective	16 Tab	\$187	\$170	\$170	\$153	\$145
Selective	20 Tab	\$196	\$178	\$178	\$155	\$147
Selective	24 Tab	\$201	\$180	\$180	\$156	\$150
Selective	28 Tab	\$207	\$181	\$181	\$158	\$151
Selective	32 Tab	\$212	\$182	\$182	\$165	\$155
Selective	36 Tab	\$216	\$185	\$185	\$168	\$158
Selective	40 Tab	\$224	\$192	\$192	\$173	\$165