

Annual Flex Program

# Weeks	Ad Size*	ANY 2 SUN PAPERS	ANY 3 SUN PAPERS	ANY 4 SUN PAPERS	5 OR MORE SUN PAPERS	ALL WEST (12 PUBLICATIONS)	ALL EAST (8 PUBLICATIONS)	FULL SUN CIRCULATION
		Rate Per Col. Inch Per Paper	Rate Per Col. Inch Per Paper	Rate Per Col. Inch Per Paper	Rate Per Col. Inch Per Paper	Per Col. Inch	Per Col. Inch	Per Col. Inch
8 wks +	6 inches	\$6.20	\$5.80	\$5.20	\$5.10	\$45	\$32	\$72
16 wks +	4 inches	\$5.50	\$5.20	\$5.00	\$4.90	\$42	\$30	\$66
26 wks +	3 inches	\$5.20	\$4.90	\$4.60	\$4.30	\$39	\$28	\$61
52 wks	2 inches	\$4.20	\$3.90	\$3.60	\$3.30	\$36	\$26	\$50

Non-Consecutive Weeks

*Minimum Ad Size

Rates shown for B & C Sections only. Retail rates apply for A section.

Annual Investment Level

	ANY 2 SUN PAPERS	ANY 3 SUN PAPERS	ANY 4 SUN PAPERS	5 OR MORE SUN PAPERS	ALL WEST (12 PUBLICATIONS)	ALL EAST (8 PUBLICATIONS)	FULL SUN CIRCULATION
	Rate Per Col. Inch Per Paper	Rate Per Col. Inch Per Paper	Rate Per Col. Inch Per Paper	Rate Per Col. Inch Per Paper	Per Col. Inch	Per Col. Inch	Per Col. Inch
OPEN	\$7.20	\$6.80	\$6.40	\$6.00	\$60	\$42	\$88
LEVEL D	\$6.50	\$6.10	\$5.80	\$5.40	\$48	\$36	\$77
LEVEL C	\$6.20	\$5.80	\$5.20	\$5.10	\$45	\$32	\$72
LEVEL B	\$5.50	\$5.20	\$5.00	\$4.90	\$42	\$30	\$66
LEVEL A	\$5.20	\$4.90	\$4.60	\$4.30	\$39	\$28	\$61

Rates shown for B & C Sections only. Retail rates apply for A section.

Level Key

LEVEL D	\$750 - \$6,699
LEVEL C	\$6,700 - \$32,999
LEVEL B	\$33,000 - \$149,999
LEVEL A	\$150,000+

Color Rates

Ad Size	COLOR (% of Space Charge)	
	FULL RUN OR ZONE	
	Full Color	Spot Color
Full Page	15%	14%
Qtr Page +	20%	18%
15" +	25%	23%
6" +	45%	41%

Minimum color charge \$60 per paper

West Publications

The Sun
 The Sun Herald
 West Shore Sun
 West Side Sun News
 Brooklyn Sun Journal
 The Sun Star
 Lakewood Sun Post
 The Sun Courier
 Brunswick Sun Times
 Parma Sun Post
 The News Sun
 The Medina Sun

East Publications

Chagrin Valley Zone
 Solon/Twinsburg Zone
 Garfield-Maple Sun
 Bedford Sun Banner
 Nardon Hills Sun
 The Sun Press
 The Sun Messenger
 Euclid Sun Journal

Annual Flex Program

# Weeks	Ad Size*	TIER 1	TIER 2	TIER 3
		Rate Per Col. Inch	Rate Per Col. Inch	Rate Per Col. Inch
8 wks +	6 inches	\$8.55	\$6.85	\$6.45
16 wks +	4 inches	\$8.10	\$6.50	\$5.75
26 wks +	3 inches	\$7.65	\$6.15	\$5.45
52 wks	2 inches	\$6.30	\$5.50	\$5.00

Non-Consecutive Weeks
*Minimum Ad Size

Rates shown for B & C Sections only.
Retail rates apply for A section.

Annual Investment Level

	TIER 1	TIER 2	TIER 3
	Rate Per Col. Inch	Rate Per Col. Inch	Rate Per Col. Inch
OPEN	\$10.00	\$8.00	\$7.45
LEVEL D	\$9.00	\$7.20	\$6.75
LEVEL C	\$8.55	\$6.85	\$6.45
LEVEL B	\$8.10	\$6.50	\$5.75
LEVEL A	\$7.65	\$6.15	\$5.45

Rates shown for B & C Sections only.
Retail rates apply for A section.

Level Key

LEVEL D	\$750 - \$6,699
LEVEL C	\$6,700 - \$32,999
LEVEL B	\$33,000 - \$149,999
LEVEL A	\$150,000+

DEADLINES

Space Reservation.....Monday @ 5 p.m.
Ad ReleaseMonday @ 5 p.m.
Deadlines subject to change during holiday weeks.

CONTACT INFORMATION

Ohio Toll Free Line 1-800-362-8008
FAX 216-986-2470
Marketing and Advertising Information Online.....www.sunnews.com/sun/advertising

All advertising is subject to The Northeast Ohio Marketing Network advertising rate policy, terms and conditions, which are contained in The Northeast Ohio Marketing Network Advertising Guideline Book, or can be viewed at <http://www.plaindealer.com/policy>

Tier 1

West Shore Sun
Lakewood Sun Post
Parma Sun Post
The Sun Press
The Sun Star
The News Sun

Tier 2

The Medina Sun
The Sun Messenger
The Sun Herald
West Side Sun News
The Sun
The Sun Courier

Tier 3

Bedford Sun Banner
Nardon Hills Sun
Brunswick Sun Times
Brooklyn Sun Journal
Garfield-Maple Sun
Euclid Sun Journal
Chagrin Valley Zone
Solon/Twinsburg Zone

Northeast Ohio Marketing Network



**PLAIN DEALER PLAZA • 1801 SUPERIOR AVE.
CLEVELAND, OHIO 44114-2198**