

# CLASSIFIED ADVERTISING RATES

From employment advertising to equipment sales, *The Daily Reporter* classifieds offer you a place to reach qualified candidates and industry decision makers. We deliver your marketing message into the hands of more than 7,500 builders — business owners, developers, contractors, architects, government official and community leaders — each and every day.

Marketplace rates are charged per line per day and there is a 6-line minimum. Frequency discounts apply to consecutive day runs.

## MARKETPLACE Line Rates

	Open	5-day	10-day	21-day	65+ day
6-25 lines	\$3.00	\$2.76	\$2.40	\$2.04	\$1.80
26+ lines	\$2.76	\$2.64	\$2.28	\$1.80	\$1.68

## MARKETPLACE Display Rates

Cost/Day	Consecutive Run Days
\$19/in./day	1-5 days
\$18/in./day	6-10 days
\$17/in./day	11-20 days
\$15/in./day	21 or more days
<u>Contract Rates</u>	<u>For Long-Term Consecutive Runs</u>
\$14/in./day	Consecutive days for 26 weeks (6 mo.)
\$12/in./day	Consecutive days for 52 weeks (1 year)

## EQUIPMENT for Sale/Lease Rates

Cost	Run Days
\$100	Run it until it sells
	6 line maximum
	*\$25 for each additional piece
	*\$25 for each photo

## MBE Bidding Opportunities

\$14 per column inch per day  
\*\$1 Affidavit charge

## Creative Services

Need design direction? Let our creative professionals work for you.

There's no charge for ad design. To make the process of submitting advertising as simple as possible, we can create a custom ad for you.

## Deadlines

Ad copy must be submitted (5) working days prior to publication.