



Color Comics Spadeas

Color Comic Spadea

Image size: 4.889" x 21"

Deadlines

Reservation and Ad Copy
18 days prior to pub
Final Ad Release
10 days prior to pub

Rates

Frequency	Price
Open	\$10,800
7x	\$9,720
14x	9,180
21x	8,640
52x	\$8,100

Spadeas

Spadea Wrap Tuesday - Friday

First Section

Frequency	Price
Open	\$30,000
7x	25,500
14x	21,000
21x	18,000
52x	15,000

Sports Section

Frequency	Price
Open	\$23,000
7x	19,550
14x	16,100
21x	13,800
52x	11,500

Spadea Tuesday - Friday

First Section

Frequency	Price
Open	\$10,000
7x	9,000
14x	8,500
21x	7,500
52x	6,500

Sports Section

Frequency	Price
Open	\$9,000
7x	8,100
14x	7,650
21x	6,750
52x	5,850

Spadea Wrap

Three full page, full color ads, wraps 1/2 of the front (4.889" x 21") and two pages on the back (9.889" x 21") of the first section.

Spadea

One full page, full color ad positioned on the spine of the first section 1/2 page on the front (4.889" x 21"), 1/2 page on the back (4.889" x 21") of the spadea.

Spadea cannot run on same day as Front Page Note - first section.

Deadlines

Reservation and Ad Copy	25 days prior to pub
Final Ad Release	5 days prior to pub