



Retail Full Run ROP*

Bulk Rate	Mon-Wed	Thurs-Sat	Sunday/Holiday
Open	\$149	\$160	\$185
\$5,000	\$115	\$120	\$140
\$7,500	\$110	\$115	\$135
\$15,000	\$105	\$110	\$130
\$25,000	\$101	\$106	\$125
\$50,000	\$98	\$104	\$121
\$75,000	\$96	\$102	\$118

*per column inch rates

Dollar Volume	Mon-Wed	Thurs-Sat	Sunday/Holiday
\$100,000	\$95	\$101	\$117
\$150,000	\$94	\$99	\$116
\$200,000	\$92	\$97	\$113
\$300,000	\$91	\$96	\$112
\$400,000	\$89	\$94	\$109
\$500,000	\$84	\$89	\$103
\$650,000	\$83	\$88	\$102
\$800,000	\$81	\$86	\$99
\$1,000,000	\$79	\$84	\$97

*per column inch rates

Repeat Discount

Advertising published in any Pioneer Press full run daily, Saturday or Sunday publication may be re-run any number of times without change within six (6) days of the first run day in any additional full run Pioneer Press publications at a 20% discount for the 2nd ad and 40% discount for the 3rd and subsequent ads from the published rates. Discounts are progressive with lowest rate earning largest discounts. For example, an advertiser running the same ad on Sunday, Wednesday and Friday of the same week would pay full price on the Sunday ad, 40% off the Wednesday ad and 20% off the Friday ad. Some other restrictions apply.

Holiday Rates

The Pioneer Press will increase to Sunday circulations levels on the following holidays: Thanksgiving Day and Christmas Day. On these days, Sunday ROP rates apply.

Retail Color Rates*

One Color + Black

Yearly Frequency	Daily	Sunday/Holiday
1-12	\$1,650	\$1,850
13-51	\$1,400	\$1,600
52+	\$1,200	\$1,400

*flat rate

2 or 3 Color + Black

Yearly Frequency	Daily	Sunday/Holiday
1-12	\$3,900	\$4,300
13-51	\$3,400	\$3,800
52+	\$3,000	\$3,400

*flat rate

Extreme Frequency*

	Daily - 26 Weeks	Daily - 52 Weeks	Sunday - 26 Weeks	Sunday - 52 Weeks
2x/week	\$71.10	\$61.80	\$85.50	\$74.20
3/week	\$61.80	\$53.60	\$74.20	\$63.90
4/week	\$52.50	\$44.30	\$55.60	\$47.40

*per column inch rates, full run

Effective January 1, 2021

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