GNI - GRAHAM GROUP ADVERTISING RATES

Effective Feb. 1, 2015

Rate Type	Graham	Jacksboro	Breckenridge	Olney	PK Lake	LC Shopper	Rate Policies
Retail Display							Rates apply to retail and classified display advertising.
Open rate	$9.55	$7.55	$8.65	$7.25	$7.25	$8.80	All rates are Net, non-commissionable.
Repeat discount 2x	$8.75	$6.90	$7.90	$6.55	$6.55	$7.95	Repeat discounts are available at the time of the initial
Repeat discount 3x	$8.25	$6.50	$7.45	$6.25	$6.25	$7.35	order. Ads must publish without creative changes.
Repeat discount 4x	$7.75	$6.10	$7.00	$5.90	$5.90	$6.75	The term cannot exceed a 30-day period.
Combination (Pick-up) rate	$5.65	$3.65	$4.75	$3.45	$3.45	$4.40	Advertisers may "pick-up" other GNI newspapers at a
							discount at the time of the initial order. Ads must
Buy all 6 for $22 pci	$5.50	$3.50	$4.25	$3.25	$3.25	$2.25	publish without changes within a 30-day period.
(Saves 25 Percent)							Highest market rate applies for non-local orders.
Non-Profit rate	$7.65	$6.05	$6.90	$5.80	$5.80	$7.05	Available to 501-C3 corporations, churches, and schools.
Color Charges							
Process color	$132.00	$99.00	$99.00	$99.00	$99.00	$99.00	
Spot color - Primary	$75.00	$50.00	$50.00	$50.00	$50.00	$50.00	Per color (M-C-Y); Placement inventory is limited.
Spot color - Custom	$132.00	$132.00	$132.00	$132.00	$132.00	$132.00	Per color, as available.
Contract Display							
By Volume							Requires annual contract.
250 inches	$8.25	$6.50	$7.45	$6.25	$6.25	$7.35	
500 inches	$7.75	$6.10	$7.00	$5.90	$5.90	$6.75	
1,000 inches	$6.40	$5.30	$5.85	$4.90	$4.90	$6.00	
3,500 inches	$5.95	$5.00	$5.25	N/A	N/A	N/A	
By Frequency							Requires a term contract.
13 Insertions	$7.50	$5.75	$6.65	$5.60	$5.60	$6.40	Term cannot exceed 26 weeks.
26 Insertions	$6.95	$5.40	$6.15	$5.30	$5.30	$6.20	Term cannot exceed 52 weeks.
52 Insertions	$6.40	$5.30	$5.85	$4.95	$5.00	$6.00	Term cannot exceed 52 weeks.
104 Insertions	$6.10	$5.00	$5.50	N/A	N/A	N/A	Term cannot exceed 52 weeks.
National Advertising	$9.55	$7.55	$8.65	$7.25	$7.25	$8.80	All rates available at Net. A separate agreement is in
							place for national rep - Texas Press Association.

Entertainment Rate	$5.95	$5.00	$5.50	$4.90	$4.90	$5.50	Dining / Theatre / Sports /
Page 1 Banner	$90.00	$72.00	$78.00	$68.00	$68.00	$75.00	Measures 6 col. X 1.5 inches. Includes process color.
Public Notices	$7.65	$6.05	$6.90	$5.80	$5.80	N/A	The publication of Public/Legal Notices is governed by federal, local and state statutes. Public notices are classified line ads. Entities that elect to publish notices as display advertisements are afforded the non-profit rate published here.
Political Advertising	$9.55	$7.55	$8.65	$7.25	$7.25	$8.80	All rates are available to political advertisers. All All political advertising is Net and must be prepaid.
Preprint Advertising	$85.00 cpm	$85.00 cpm	$85.00 cpm	$85.00 cpm	$85.00 cpm	$85.00 cpm	Additional charges apply for zoning.
Business Directory							
1 Unit per week	$11.25	$8.10	$9.35	$5.90	$5.75 - $5.50	N/A	Flat rate. Units vary by market. Minimum contract is
2 Units per week	$19.80	$16.20	$18.70	$11.80	$9.90 - $9.30	N/A	13 or 26 weeks, depending on market.
Church Directory	$9.50	$9.25	$12.60	$8.80	N/A	N/A	Flat rate. Sizes vary by market. Requires 13-week run.
Promotional Rates							All markets offer a variety of promotional rates. Please consult your account rep for offers.
Digital Rates							Please see Digital/Web Rate Card.
Dollar Volume Contracts							Dollar volume contracts are available to advertisers desiring to manage a comprehensive marketing plan across platforms for a six-month or annual term. Must be approved by the group publisher.