

MODULAR RATES

The Clarion Herald has kept its base advertising rates the SAME for the last SEVEN YEARS!

We are the only publication in the entire city to offer an additional 15% ADVERTISER'S DISCOUNT over and above any contract-offered discount.

Effective 07.01.15

Official Catholic Weekly - Archdiocese of New Orleans
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AD Sizes	OPEN RATE NO CONTRACT	15% disc.	27" CONTRACT BUT LESS THAN 54" INCHES	15% disc.	54" CONTRACT BUT LESS THAN 108" INCHES	15% disc.	108" CONTRACT BUT LESS THAN 216" INCHES	15% disc.	216" CONTRACT BUT LESS THAN 448" INCHES	15% disc.	448" CONTRACT	15% disc.	
117 inch (Center Spread)	▶	▶	▶	▶	▶	▶	1 time \$3,346	\$2,844	2 times \$3,218	\$2,735	4 times \$3,089	\$2,626	
56 inch (Full PG)	▶	▶	▶	▶	1 time \$1,786	\$1,518	2 times \$1,602	\$1,362	4 times \$1,540	\$1,309	8 times \$1,478	\$1,256	
34 inch (Junior PG) H	▶	▶	1 time \$1,234	\$1,049	2 times \$1,085	\$922	4 times \$972	\$826	7 times \$935	\$795	13 times \$898	\$763	
32.25 Inch V	▶	▶	1 time \$1,170	\$995	2 times \$1,029	\$875	4 times \$923	\$784	7 times \$887	\$754	14 times \$851	\$723	
27.5 (Half PG)	▶	▶	1 time \$998	\$848	2 times \$878	\$746	4 times \$787	\$670	8 times \$757	\$644	16 times \$726	\$617	
15 Inch H	▶	1 time \$594	\$505	2 times \$545	\$463	4 times \$479	\$407	7 times \$429	\$365	14 times \$413	\$351	29 times \$396	\$337
14 Inch V	▶	1 time \$554	\$471	2 times \$508	\$432	4 times \$447	\$380	8 times \$400	\$340	16 times \$385	\$327	31 times \$370	\$315
12 Inch H	▶	1 time \$475	\$404	3 times \$436	\$371	5 times \$383	\$326	9 times \$343	\$292	18 times \$330	\$281	36 times \$317	\$269
9 Inch H	▶	1 time \$356	\$303	3 times \$327	\$278	6 times \$287	\$244	12 times \$257	\$218	24 times \$248	\$211		
7 Inch V	▶	1 time \$277	\$235	4 times \$254	\$216	8 times \$223	\$190	16 times \$200	\$170	31 times \$193	\$164		
6 Inch H	▶	1 time \$238	\$202	5 times \$218	\$185	9 times \$191	\$163	18 times \$172	\$146	36 times \$165	\$140		
3 Inch V	▶	1 time \$119	\$101	9 times \$109	\$93	13 times \$96	\$82	36 times \$86	\$73				
Preprinted Inserts RATE CHANGE Up to 1 ounce	▶	Full Run \$42 (per thousand) FULL RUN 63,000		MINIMUM RATES				Maximun size folded = 10.5 x 12 inches - Minimum size folded = 5x7 inches NOTE: We can only accept 6 3/4 Remittance ENV. (6 15/16 x 6 1/5) opened/fiit					
		Partial Run \$47 (per thousand) MIN. RUN 45,000		Book Three Times \$45 (per thousand) MIN. RUN 45,000									
Our full-color charges are very inexpensive ... and also UNCHANGED from last year!													
Color Charges	▶	\$50	\$60	\$70	\$80	\$90	\$100	\$105	\$125	\$150	\$200	\$225	\$350
Actual AD Sizes	▶	3 inch Vert. 1 3/4" w x 3" (one column V)	6 inch Hor. 3 5/8" w x 3" (two column H)	7 inch Vert. 1 3/4" w x 7" (one column V)	9 inch Hor. 5 1/2" w x 3" (three column H)	12 inch Hor. 7 3/8" w x 3" (four column H)	14 inch Vert. 3 5/8" w x 7" (two column V)	15 inch Hor. 9 1/4" w x 3" (five column H)	27.5 inch Hor. 9 1/4" w x 5.5" (five column H)	32.25 inch Vert. 5 1/2" w x 11 1/8" (three column V)	34 inch (Junior) 7 3/8" w x 8 1/2" (four column H)	56 inch (Full) 9 1/4" w x 11 1/8" (five column)	117 inch (Center Spread) 19 3/4" w x 11 1/8"

Rates based on the total number of inches contracted to run within 12 months. All rates quoted are for black & white ads and are not commissionable.