

TV Post is published each Sunday and includes comprehensive daily programming schedules for prime time, cable and independent TV stations, as well as local radio stations.

ROP Ad

AD SIZE	1 OR 2 DATES	WITH AN ANNUAL FREQUENCY AGREEMENT				
		3 TO 5 DATES	6 TO 12 DATES	13 TO 25 DATES	26 TO 51 DATES	52 +DATES
Double Truck	\$10,346	\$9,552	\$9,176	\$9,114	\$9,046	\$8,736
Full page	\$4,589	\$4,215	\$4,013	\$3,984	\$3,941	\$3,814
3/4 page	\$3,784	\$3,409	\$3,270	\$3,235	\$3,204	\$3,099
1/2 page	\$2,574	\$2,202	\$2,160	\$2,119	\$2,100	\$2,017
1/3 page	\$1,853	\$1,478	\$1,441	\$1,418	\$1,379	\$1,338
1/4 page	\$1,531	\$1,149	\$1,108	\$1,088	\$1,044	\$1,008
1/6 page	\$1,172	\$804	\$765	\$735	\$702	\$667
1/8 page	\$788	\$648	\$621	\$577	\$541	\$513
1/12 page	\$646	\$502	\$467	\$439	\$374	\$333

ROP Ad Sizes

AD SIZE	DIMENSIONS
Full Page	7" x 10 1/4"
3/4 Page	7" x 7 1/4"
1/2 Pg. Horizontal	7" x 5"
1/2 Pg. Vertical	4 1/8" x 8 1/2"
1/3 Pg. Block	4 1/8" x 5 1/2"
1/3 Pg. Vertical	2 5/8" x 8 1/2"
1/4 Pg. Horizontal	7" x 2 1/2"
1/4 Pg. Block	4 1/8" x 4 1/4"
1/6 Pg. - Under Grid	7" x 1 3/4"
1/8 Page	7" x 1 1/4"
1/12 Page	2 5/8" x 2"

TV Post Color Rates

BLACK + 1 COLOR	BLACK + 2 COLORS	BLACK + 3 COLORS
\$1,399	\$1,722	\$2,137

Pop-Out Page

AD SIZE	1 OR 2 DATES	WITH AN ANNUAL FREQUENCY AGREEMENT				
		3 TO 5 DATES	6 TO 12 DATES	13 TO 25 DATES	26 TO 51 DATES	52 +DATES
4-pages	\$11,757	\$6,449	\$6,113	\$5,771	\$5,429	\$5,109
2-pages	\$8,469	\$4,644	\$4,402	\$4,157	\$3,911	\$3,679
1-page	\$4,589	\$2,516	\$2,385	\$2,253	\$2,119	\$1,994
1/2 page	\$2,574	\$1,385	\$1,311	\$1,239	\$1,166	\$1,097

Advertisers purchasing all 4 Pop-Out pages get a 10% discount

Pop-Out Sizes

AD SIZE	DIMENSIONS
Image Area, per page	7" x 10 1/4"

Front Page Spadea

AD SIZE	1 TO 5 DATES	WITH AN ANNUAL FREQUENCY AGREEMENT		
		6 TO 12 DATES	13 TO 25 DATES	26 TO 51 DATES
2 half-pages	\$9,071	\$8,248	\$7,426	\$6,817

Spadea Size

SPADEA	DIMENSION
Image Area, per page	3 1/2" x 10 1/4"

All rates are per ad.