

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	\$19,462	\$14,052	\$13,600	\$13,447	\$13,288	\$12,220
Full page	\$8,665	\$6,242	\$6,052	\$5,982	\$5,914	\$5,439
3/4 page	\$6,059	\$4,376	\$4,231	\$4,186	\$4,143	\$3,802
1/2 page	\$4,864	\$3,510	\$3,397	\$3,359	\$3,321	\$3,054
1/3 page	\$3,555	\$2,569	\$2,485	\$2,454	\$2,429	\$2,233
1/4 page	\$2,927	\$2,087	\$2,018	\$1,997	\$1,967	\$1,816
1/6 page	\$2,270	\$1,644	\$1,582	\$1,563	\$1,550	\$1,424
1/8 page	\$1,513	\$1,088	\$1,051	\$1,044	\$1,024	\$950
1/12 page	\$1,160	\$854	\$823	\$809	\$760	\$741
1/20 page	\$602	\$431	\$416	\$411	\$406	\$375

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"
1/20 Page	7" x 1/2"

TV Post Color Rates

BLACK + 1 COLOR	BLACK + 2 COLORS	BLACK + 3 COLORS
\$1,671	\$2,059	\$2,837

Pop-Out Page

AD SIZE	1 TO 3 DATES	WITH AN ANNUAL FREQUENCY AGREEMENT			
		4 TO 7 DATES	8 TO 11 DATES	12 TO 25 DATES	26 + DATES
Full-page	\$3,166	\$3,007	\$2,850	\$2,691	\$2,533
Half-page	\$1,742	\$1,655	\$1,567	\$1,481	\$1,394

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	52 + DATES
2 half-pages	\$10,840	\$9,856	\$8,959	\$8,143	\$7,405

Spadea Size

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

All rates are per ad.