

2016 Greater Dayton Rates

REACH® MAGAZINE MARKET RATES

Total Market 260,000 Households

	Open Rates (Cost per mailing)	3 - 9 Mail Dates (Cost per mailing)	Annual Rates (Cost per mailing)
Half Page	\$2,995	\$2,695	\$2,495
Full Page	\$4,695	\$4,195	\$3,795
2 Page Spread	\$7,795	\$7,295	\$6,995

South/East 150,000 Households

Includes zones 1, 2 and 3

Half Page	\$2,195	\$1,895	\$1,695
Full Page	\$3,595	\$2,995	\$2,595
2 Page Spread	\$6,995	\$5,995	\$4,995

North/West 82,500 Households

Includes zones 4B, 5A and 5B

Half Page	\$1,695	\$1,295	\$995
Full Page	\$2,395	\$1,895	\$1,495
2 Page Spread	\$4,095	\$3,495	\$2,895

Includes Digital with Annual Purchase

REACH® MAGAZINE ZONE RATES

		Open Rates (Cost per mailing)	3 - 9 Mail Dates (Cost per mailing)	Annual Rates (Cost per mailing)
Half Page	First 50,000 Households	\$1,195	\$995	\$895
Full Page	First 50,000 Households	\$1,695	\$1,495	\$1,395
2 Page Spread	First 50,000 Households	\$2,790	\$2,590	\$2,390

		Open Rates (Cost per mailing)	3 - 9 Mail Dates (Cost per mailing)	Annual Rates (Cost per mailing)
Half Page	First 27,500 Households	\$895	\$695	\$595
Full Page	First 27,500 Households	\$1,195	\$995	\$895
2 Page Spread	First 27,500 Households	\$1,895	\$1,695	\$1,495

Includes Digital with Annual Purchase

Terms: New customer must be pre-paid with proof approval. Customer with established credit, and personal guarantee, full payment due by mail date.

Rates quoted are net. Credit cards accepted.

We accept    

Distribution: Direct mailed by U.S. Postal Service and certified by U.S. Postal Form 3602.

Space and Position: No guarantee of page position in magazine or coupon position. Coupons may appear on top or bottom half of page.

Additional Zones:	27M (per zone)	50M (per zone)
Additional rate per zone per mailing		
Half Page	\$400	\$500
Full Page	\$600	\$800
2 Page Spread	\$1,000	\$1,400

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