

Display Networks



Network	2x2 Rate	2x4 Rate	Readership	Publications	Deadline (CST)	Discounts
Alabama	\$1,000	N/A	1,450,000	109	Monday 5pm	
Alaska	\$1,500	N/A	312,800	19	Monday 4pm	
Arizona	\$735	\$1,470	1,633,018	76	Tuesday 5pm	
Arkansas	\$1,150	\$2,100	1,878,822	126	Monday 4pm	Run 5 wks./5th wk. is free
Central	\$475	\$650	332,814	29		
Northeast	\$475	\$650	559,900	28		
Northwest	\$475	\$650	535,626	35		
Southern	\$475	\$650	450,482	34		
California	\$1,550	\$4,000	3,535,040	143	Monday 12pm	
Northern	\$1,200	\$2,400	1,607,040	82		
Southern	\$1,200	\$2,400	1,928,000	61		
Colorado	\$850	\$1,700	1,279,426	104	Monday 5pm	Run 5 wks./5th wk. is free
Metro	\$745	\$1,500	580,528	31		
Northeast	\$425	\$850	232,468	23		
Northwest	\$215	\$425	34,326	4		
Southeast	\$530	\$1,100	300,064	24		
Southwest	\$320	\$640	132,040	22		
Florida	\$1,260	\$2,500	2,308,092	82	Monday 9am	Run 4 wks./4th wk. is free
North	\$395	\$595	448,966	29		
South/Central	\$1,050	\$2,050	1,859,126	53		
Georgia	\$1,400	\$2,800	1,790,344	104	Tuesday 9am	
Northern	\$800	\$1,400	1,010,574	46		
Southern	\$800	\$1,400	779,770	58		
Hawaii	\$2,150	N/A	1,444,600	14	Monday 4pm	Run 4 wks./\$75 off 4th wk.
Illinois	\$1,400	\$2,800	2,637,804	256	Wednesday 10am	
Central East	\$300	\$600	332,492	37		2-Zones \$575 / \$1150
Central West	\$300	\$600	327,572	48		3-Zones \$850 / \$1700
Chicagoland	\$350	\$700	850,278	60		4-Zones \$1100 / \$2200
Northwest	\$300	\$600	588,824	49		Chicago+1-Zone \$625/\$1250
Southeast	\$300	\$600	180,842	31		Chicago+2-Zones \$900/\$1800
Southwest	\$300	\$600	357,796	31		Chicago+3-Zones \$1150/\$2300
Indiana	\$900	\$1,800	1,531,874	95	Monday 4pm	
Central	\$550	\$1,100	404,846	27		
North	\$550	\$1,100	543,346	31		
South	\$550	\$1,100	583,682	37		

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Iowa	\$1,275	\$2,550	1,978,434	202	Tuesday 10am	Run 3 wks./25% off 2nd & 3rd
Central	\$440	\$860	150,732	16		
Northeast	\$440	\$860	834,120	57		
Northwest	\$440	\$860	210,604	48		
Southeast	\$440	\$860	497,018	43		
Southwest	\$440	\$860	285,960	38		
Kansas	\$800	\$1,650	800,000	135	Tuesday 5pm	
Kentucky	\$1,950	\$3,850	1,683,654	98	Wednesday 2pm	
Louisiana	\$800	\$1,600	1,211,616	80	Wednesday 12pm	Run 5 wks./5th wk. is free
North	\$425	\$850	394,406	25		1-Region \$425/\$850
Southeast	\$425	\$850	405,988	29		2-Regions \$675/\$1350
Southwest	\$425	\$850	411,222	26		
Maryland-Delaware-DC	\$1,450	\$2,900	5,173,334	99	Tuesday 11am	Run 5 wks./5th wk. is free
Maryland Only	\$1,300	\$2,600	4,644,010	76		
Michigan	\$999	\$1,998	2,809,004	113	Monday 11am	
Minnesota	\$1,800	\$3,800	2,166,834	261	Tuesday 12pm	
Central East (Metro)	\$600	\$1,300	589,876	37		1-Region \$600 / \$1300
Central West (320)	\$600	\$1,300	353,358	51		2-Regions \$1150 / \$2500
Northern (218)	\$600	\$1,300	650,288	81		3-Regions \$1700 / \$3600
Southern (507)	\$600	\$1,300	573,312	92		
Mississippi	\$1,060	\$2,120	783,484	99	Monday 5pm	
Central	\$450	\$900	272,688	34		1-Region \$450 / \$900
Northern	\$450	\$900	305,178	38		2-Regions \$795 / \$1590
Southern	\$450	\$900	205,618	27		
Missouri	\$1,000	\$2,000	1,736,116	154	Wednesday 12pm	
Eastern	\$600	\$1,200	757,258	66		
Western	\$600	\$1,200	978,858	88		
Montana	\$360	\$725	314,230	52	Wednesday 5pm	
Nebraska	\$875	\$1,750	727,556	173	Tuesday 4pm	
Central	\$295	\$590	202,836	48		
Northeast	\$320	\$640	224,876	58		
Southeast	\$295	\$590	149,244	32		
Western	\$295	\$590	150,600	35		
Nevada	\$690	\$1,380	792,000	20	Monday 2pm	

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New England	\$1,250	N/A	2,236,274	98	Wednesday 11am	Run 4 wks/4th wk. is free
Central Region (MA)	\$450	N/A	604,906	30		
Northern Region (ME,NH,VT)	\$450	N/A	818,292	36		
Southern Region (CT,RI)	\$450	N/A	813,076	32		
New Jersey	\$1,250	N/A	2,888,000	124	Monday 4pm	
Northern	\$1,071	N/A	2,400,000	94		
Southern	\$375	N/A	488,000	30		
New Mexico	\$800	\$1,200	495,366	30	Wednesday 1pm	
New York Dailies	\$1,200	\$2,400	1,363,314	36	Wednesday 11am	
Central	\$300	\$600	291,776	12		
Eastern	\$650	\$1,300	798,482	13		
Western	\$350	\$700	273,056	11		
New York Weeklies	\$1,500	N/A	3,882,664	280	Wednesday 11am	Run 5 wks./5th wk. is free
Central	\$375	N/A	281,268	37		
Hudson Valley	\$375	N/A	290,412	35		
Long Island	\$500	N/A	679,708	67		
NY City	\$750	N/A	1,815,202	65		
Upstate	\$375	N/A	357,768	32		
Western	\$375	N/A	458,306	44		
North Carolina	\$1,475	\$2,950	2,852,034	81	Wednesday 2pm	Run 4 wks./50% off 4th wk.
Eastern	\$925	\$1,850	1,571,348	46		
Western	\$715	\$1,430	1,280,686	35		
North Dakota	\$600	N/A	522,170	89	Monday 5pm	
Northeast	\$225	N/A	138,742	30		
Northwest	\$125	N/A	101,620	22		
Southeast	\$225	N/A	172,388	20		
Southwest	\$125	N/A	109,420	17		
Ohio	\$975	N/A	2,209,844	94	Monday 11am	Run 5 wks./5th wk. is free
Oklahoma	\$2,500	\$5,000	1,018,838	183	Wednesday 10am	Run 5 wks./5th wk. is free
Metro	\$500	\$1,000	274,100	37		
Zone 1 - Northwest	\$500	\$1,000	144,930	34		
Zone 2 - Northeast	\$500	\$1,000	273,514	42		
Zone 3 - Southwest	\$500	\$1,000	126,286	33		
Zone 4 - Southeast	\$500	\$1,000	200,008	37		
Oregon	\$650	N/A	624,522	56	Tuesday 5pm	
Pacific NW Display Network	\$1,000	N/A	2,000,000	26	Tuesday 10am	

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Pennsylvania	\$1,475	\$2,950	3,439,362	137	Monday 2pm	Run 5 wks./5th wk. is free
Central	\$275	\$550	541,092	34		
Northeast	\$110	\$220	206,446	7		
Southeast	\$900	\$1,800	1,679,890	60		
Western	\$475	\$950	1,011,934	36		
South Carolina	\$1,600	\$3,200	2,467,056	107	Wednesday 11am	Run 4 wks./50% off 4th wk.
Low Country	\$425	\$850	457,242	15		
Midlands	\$775	\$1,550	829,748	40		
Pee Dee	\$425	\$850	437,420	21		
Upstate	\$850	\$1,700	742,646	31		
South Dakota	\$800	N/A	598,400	126	Tuesday 12pm	
East River	\$525	N/A	456,000	96		
West River	\$375	N/A	142,400	30		
Suburban Display Network	\$5,175	N/A	11,915,342	401	Wednesday 4pm	
Eastern Zone	\$1,725	N/A	3,542,024	116		
Midwest Zone	\$2,070	N/A	4,430,486	149		
Southern Zone	\$1,086	N/A	2,419,912	86		
Western Zone	\$748	N/A	1,522,920	50		
Tennessee	\$1,035	\$2,070	1,142,356	86	Tuesday 11am	
Eastern	\$425	\$850	471,236	29		
Middle	\$425	\$850	455,820	36		
Western	\$355	\$710	215,300	21		
Texas	\$1,100	\$2,400	1,368,914	248	Monday 5pm	
Northern	\$450	\$950	386,242	70		
Southern	\$450	\$950	524,490	84		
Western	\$450	\$950	458,182	94		
Utah	\$320	\$588	400,000	42	Tuesday 1pm	Run 4 wks / 5% discount
Virginia	\$950	\$1,900	1,511,328	68	Tuesday 2pm	Run 5 wks./5th wk. is free
Central/Eastern	\$500	\$1,000	293,552	25		
Northern	\$700	\$1,400	843,214	24		
Western	\$500	\$1,000	374,562	19		
Washington	\$1,250	\$2,495	2,361,492	106	Tuesday 5pm	
Coastal	\$400	\$800	569,440	32		
Eastern	\$350	\$700	468,374	38		
Metro	\$800	\$1,600	1,323,678	36		
West Virginia	\$600	\$1,200	1,073,820	51	Tuesday 11am	

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Wisconsin	\$1,350	\$2,925	1,958,250	161	Wednesday 2pm	Run 5 wks./5th wk. is free
Northeast	\$395	\$860	551,382	34		
Northwest	\$395	\$860	651,846	48		
Southeast	\$395	\$860	482,262	34		
Southwest	\$395	\$860	272,760	45		
Wisconsin Shopper Network	\$1,050	N/A	2,238,356	51	Monday 5pm	
Central Zone	\$375	N/A	830,486	17		1-Zone \$375
North Zone	\$375	N/A	560,588	18		2-Zones \$700
South Zone	\$375	N/A	847,282	16		
Wyoming	\$480	\$1,200	414,084	45	Thursday 3pm	Run 5 wks./25% off 5th wk.