

# Display Networks



Network	2x2 Rate	2x4 Rate	Readership	Publications	Deadline (CST)	Discounts
Alabama	\$1,000	N/A	1,450,000	123	Monday 5pm	
Alaska	\$1,725	N/A	445,600	13	Monday 4pm	
Arizona	\$735	\$1,470	1,708,248	79	Tuesday 2pm	Buy State get Maricopa Co free
Eastern	\$300	\$600	148,162		Tuesday 2pm	Buy 2 zones for \$550
North Central	\$300	\$600	183,480		Tuesday 2pm	
South Central	\$300	\$600	386,450		Tuesday 2pm	
Western	\$300	\$600	148,910		Tuesday 2pm	
Arkansas	\$1,200	\$2,400	1,878,834	113	Monday 4pm	Run 5 wks./5th wk. is free
Central	\$475	\$650	268,824	27		2-Region 2X2 \$750, 2-Region 2X
Northeast	\$475	\$650	356,580	25		3-Region 2X2 \$900, 3-Region 2X
Northwest	\$475	\$650	559,974	30		
Southern	\$475	\$650	362,076	31		
California	\$1,550	\$4,000	3,535,040	140	Monday 12pm	
Northern	\$1,200	\$2,400	1,607,040	70		
Southern	\$1,200	\$2,400	1,928,000	70		
Colorado	\$850	\$1,700	1,124,386	96	Monday 5pm	Run 5 wks./5th wk. is free
Florida	\$1,260	\$2,500	2,308,092	104	Monday 9am	Run 4 wks./4th wk. is free
Central	\$980	\$1,930	2,196,800	58		
North	\$395	\$595	509,178	28		
South	\$315	\$550	403,482	18		
Georgia	\$1,400	\$2,800	1,560,000	95	Tuesday 9am	
Northern	\$800	\$1,400	1,010,574	46		
Southern	\$800	\$1,400	779,770	58		
Hawaii	\$2,150	N/A	1,689,000	21	Monday 4pm	Run 4 wks./\$75 off 4th wk.
Idaho	\$785	N/A	212,136	12	Wednesday 5pm	
Illinois	\$1,450	\$2,900	2,815,928	252	Wednesday 10am	
Central East	\$325	\$650	331,432	35		2-Zones \$625 / \$1250
Central West	\$325	\$650	384,772	49		3-Zones \$900 / \$1800
Chicagoland	\$375	\$750	918,460	54		4-Zones \$1150 / \$2300
Northwest	\$325	\$650	675,392	57		Chicago+1-Zone \$675/\$1350
Southeast	\$325	\$650	177,858	30		Chicago+2-Zones \$950/\$1900
Southwest	\$325	\$650	328,014	27		Chicago+3-Zones \$1200/\$2400
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		

# Display Networks



Network	2x2 Rate	2x4 Rate	Readership	Publications	Deadline (CST)	Discounts
Iowa	\$1,275	\$2,550	1,747,082	211	Tuesday 10am	Run 3 wks./25% off 2nd & 3rd
Central	\$300	\$560	169,274	19		
North Central	\$440	\$860	217,186	39		
Northeast	\$440	\$860	487,164	42		
Northwest	\$440	\$860	176,314	32		
Southeast	\$440	\$860	428,930	39		
Southwest	\$440	\$860	268,214	39		
Kansas	\$800	\$1,650	925,270	144	Tuesday 5pm	
Kentucky	\$1,950	\$3,850	1,683,654	98	Wednesday 2pm	
Louisiana	\$1,250	\$2,050	1,211,616	80	Wednesday 12pm	Run 5 wks./5th wk. is free
North	\$625	\$1,050	394,406	25		1-Region \$625/\$1050
Southeast	\$625	\$1,050	405,988	29		2-Regions \$1025/\$1700
Southwest	\$625	\$1,050	411,222	26		
Maryland-Delaware-DC	\$1,450	\$2,900	3,999,538	83	Tuesday 11am	Run 5 wks./5th wk. is free
Maryland DE/DC Zone	\$1,450	\$2,900	1,223,428	18		
Maryland Metro Zone	\$1,300	\$2,600	2,339,018	37		
Maryland Only	\$1,200	\$2,400	2,801,204	66		
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	\$1,200	\$2,000	1,882,380	155	Wednesday 12pm	
Eastern	\$700	\$1,200	759,454	71		
Western	\$700	\$1,200	754,804	94		
Montana	\$360	\$725	314,230	52	Wednesday 5pm	
Nebraska	\$895	\$1,790	727,556	173	Tuesday 4pm	
Central	\$325	\$650	202,836	48		
Northeast	\$325	\$650	224,876	58		
Southeast	\$300	\$600	149,244	32		
Western	\$300	\$600	150,600	35		

# Display Networks



Network	2x2 Rate	2x4 Rate	Readership	Publications	Deadline (CST)	Discounts
Nevada	\$690	\$1,380	792,000	20	Monday 2pm	
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	\$1,300	\$2,860	2,888,000	123	Monday 4pm	
Northern	\$1,114	\$2,451	2,400,000	94		
Southern	\$390	\$858	488,000	30		
New Mexico	\$800	\$1,200	495,366	30	Wednesday 1pm	
New York Dailies	\$1,200	\$2,400	1,287,416	29	Wednesday 11am	
Central	\$300	\$600	291,776	8		
Eastern	\$650	\$1,300	682,740	12		
Western	\$350	\$700	312,900	9		
New York Weeklies	\$1,850	\$3,000	4,536,972	281	Wednesday 11am	Run 5 wks./5th wk. is free
Capital District	\$250	\$500	245,638	20		
Central	\$375	\$750	241,060	30		
Hudson Valley	\$375	\$750	406,276	32		
Long Island	\$500	\$1,000	942,846	83		
North Country	\$175	\$350	149,992	14		
NY City	\$750	\$1,500	2,026,978	69		
Western	\$375	\$750	514,382	41		
North Carolina	\$1,475	\$2,950	2,926,084	79	Wednesday 2pm	Run 4 wks./50% off 4th wk.
Eastern	\$925	\$1,850	1,470,530	44		
Western	\$715	\$1,430	1,224,046	32		
North Dakota	\$600	N/A	496,940	90	Monday 5pm	
Northeast	\$225	N/A	130,762	30		
Northwest	\$125	N/A	97,960	22		
Southeast	\$225	N/A	166,248	21		
Southwest	\$125	N/A	101,970	17		
Ohio	\$975	\$1,860	2,209,844	94	Monday 11am	
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	

# Display Networks



Network	2x2 Rate	2x4 Rate	Readership	Publications	Deadline (CST)	Discounts
Pacific NW Display Network	\$1,000	N/A	2,000,000	26	Tuesday 10am	
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	\$2,034	\$4,068	6,258,778	235	Wednesday 4pm	
East/South Zone	\$935	\$1,870	2,495,406	93		
Midwest/West Zone	\$1,200	\$2,399	3,763,372	142		
Tennessee	\$1,035	\$2,070	1,190,354	91	Tuesday 11am	
Eastern	\$425	\$850	522,940	31		
Middle	\$425	\$850	455,084	38		
Western	\$355	\$710	212,330	22		
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	1,268,952	66	Tuesday 2pm	Run 5 wks./5th wk. is free
Central/Eastern	\$500	\$1,000	270,256	24		
Northern	\$700	\$1,400	652,014	22		
Western	\$500	\$1,000	346,682	20		
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	

# Display Networks



Network	2x2 Rate	2x4 Rate	Readership	Publications	Deadline (CST)	Discounts
Wisconsin	\$1,350	\$2,925	2,017,640	157	Wednesday 2pm	Run 5 wks./5th wk. is free
Northeast	\$395	\$860	560,746	34		
Northwest	\$395	\$860	657,646	49		
Southeast	\$395	\$860	477,548	29		
Southwest	\$395	\$860	321,700	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.