

Display/Classified- Display RFP



Date: _____

Advertiser: _____

Agency: _____

Contact: _____

Address: _____

Billing Address (if different): _____

Phone: _____

Fax: _____

Email: _____

Quote Format: Spreadsheet PDF

Display Ad Size: _____

Position (check one):

Main News Business

Sports Entertainment

Other/Special Section _____

*Guaranted position may require surcharge

CI-Display Ad Size: _____

Position (check one):

Help Wanted Auctions Auto

Other _____

Rate Options (check one):

Open National (allows 15% agency comm.)

Local Retail

Contract (specify level) _____

Political

Non Profit

Network

Repeat/Pickup (only applicable if the second & subsequent insertions run within six days of the first and ad copy does not change)

Other _____

Color (check all that apply):

Full Process Color

Black + 2 Color: _____

Black + 1 Color (Spot): _____

Color by inch: _____

Flight Day(s) (check all that apply):

Sunday

Daily

Highest Circulation

Run Dates (Frequency): _____

Ad Copy:

(check one)

One ad size will float in all papers

Ads will be sized to fit each paper

*Is copy content specific to market?

Y N

(check all that apply)

Ad copy will change (specify frequency):

Weekly Monthly Will not change

Ad production needed (design services are \$50/hour - one hour minimum)

Tearsheets (check one):

Required

Affidavits/E-tearsheets acceptable

Newspapers:

Comments/Special Requests:

Budget: _____

Due Date: _____