

# National Line Advertising Premier Package

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State	25-word	Additional word	Circulation	Readership	Pubs	State	25-word	Additional word	Circulation	Readership	Pubs
Alabama	\$210.00	\$7.50	828,328	2,062,536	127	*Nevada	\$149.00	\$5.00	322,940	804,120	25
Alaska	\$625.00	\$10.00	260,500	648,645	24	*New England	\$395.00	\$8.00	1,604,200	3,994,458	229
*Arkansas	\$275.00	\$10.00	613,965	1,528,773	110	* New Jersey	\$560.00	\$14.00	1,716,125	4,273,151	130
*Arizona	\$330.00	\$11.00	788,431	1,963,193	77	New Mexico	\$154.00	\$5.00	148,541	369,867	24
*California	\$650.00	\$10.00	3.1 mill	7,719,000	251	*+New York Weeklies	\$689.00	\$10.00	2,842,474	7,077,783	300+
Colorado	\$300.00	\$7.00	556,238	1,334,971	92	New York Dailies	\$425.00	\$15.00	826,466	2,052,920	54
*Florida	\$495.00	\$10.00	1,958,203	5,875,609	102	*North Carolina	\$375.00	\$10.00	1,700,000	4,233,000	101
Georgia	\$350.00	\$8.00	975,000	2,427,750	120	North Dakota	\$160.00	\$5.00	216,000	537,840	90
Hawaii	\$695.00	\$9.50	844,300	2,102,307	21	Ohio	\$335.00	\$10.00	1,067,256	2,657,467	133
*Illinois	\$500.00	\$11.00	1,953,954	4,865,345	316	Oklahoma	\$285.00	\$10.00	379,091	943,710	167
Idaho Market	\$300.00	\$5.00	104,870	261,126	12	Oregon	\$250.00	\$8.00	355,474	885,130	75
*Hoosier St. (Indiana)	\$340.00	\$10.00	755,312	1,880,726	143	*Pennsylvania	\$495.00	\$10.00	2,130,150	530,394	159
*Iowa	\$300.00	\$9.00	1,044,589	2,601,027	250+	*South Carolina	\$375.00	\$12.00	1,051,000	2,417,302	105
Kansas	\$300.00	\$12.00	418,711	1,042,590	138	South Dakota	\$150.00	\$5.00	303,000	754,470	128
*Kentucky	\$250.00	\$7.00	767,304	1,910,586	83	*Suburban Classified	\$1,330.00	\$35.00	12,181,723	30+ mil	832
*Louisiana	\$265.00	\$9.00	920,437	2,291,888	106	*Tennessee	\$275.00	\$10.00	585,455	1,457,782	107
*MD-DC-Del	\$495.00	\$10.00	1,681,219	4,186,235	90	*Texas	\$550.00	\$14.00	743,631	1,851,641	263
Michigan	\$299.00	\$7.00	984,124	2,450,468	109	Utah	\$163.00	\$5.00	60,240	150,000	31
*Minnesota	\$279.00	\$10.00	1,106,369	2,754,858	256	Virginia	\$300.00	\$10.00	1,108,812	2,760,941	101
Mississippi	\$210.00	\$8.00	470,395	1,171,283	103	Washington	\$275.00	\$10.00	1,078,659	2,675,074	131
Missouri	\$350.00	\$10.00	681,437	1,744,447	189	West Virginia	\$250.00	\$7.00	325,000	809,250	61
Montana	\$149.00	\$4.30	167,514	402,034	65	*Wisconsin	\$300.00	\$10.00	952,076	2,380,190	176
Nebraska	\$225.00	\$7.00	281,136	674,726	168	Wyoming	\$135.00	\$5.00	144,470	359,470	42
						Tri-Buy	\$1580.00		6,920,000		627

\*= Regional buys available. Each state reserves the right to amend rates, circulation, number of publications and specials at anytime  
+ Frequency discounts apply.