



### Group-Buy Discount for Annual Bulk Agreement

**Number of Newspaper Agreements**  
1 to 3 Newspapers

**Discount Amount**  
No Discount

4 Newspapers  
5% Discount

5 Newspapers  
6% Discount

6 Newspapers  
7% Discount

7 Newspapers  
8% Discount

8 Newspapers  
9% Discount

9 or More Newspapers  
10% Discount

A camera-ready composition discount of 5 percent is available upon request to contract advertisers on the FIRST INSERTION ONLY of any non-commissionable or non-agency ad that requires no more than a reduction or enlargement of total ad to fit column widths.

### Group-Buy Discounts for Annual Insert/Preprint Agreement

Group buy insertion rates as published in this rate schedule are based upon pre-print insertion into four or more Western Newspaper, Inc. publications with the same pre-print. Credit of pre-printed insert inches will be allowed toward the fulfillment of bulk advertising agreements based upon a 4-to-1 ratio of pre-print inches.

### Publications/Website Directory

- Western Newspapers, Inc. [www.westernnews.com](http://www.westernnews.com)
- Auto Index [www.nazautoindex.com](http://www.nazautoindex.com)
- Big Bug/Canyon Country News [www.bigbugnews.com](http://www.bigbugnews.com)
- Chino Valley Review [www.chinovalleyreview.com](http://www.chinovalleyreview.com)
- Desert Shopper [www.desertshopper.net](http://www.desertshopper.net)
- Golden Valley Gazette [www.goldenvalleygazette.com](http://www.goldenvalleygazette.com)
- Grand Canyon News [www.grandcanyonnews.com](http://www.grandcanyonnews.com)
- Grand Canyon Tour Guide [www.grandcanyontourguide.com](http://www.grandcanyontourguide.com)
- Kingman Daily Miner [www.kingmandailyminer.com](http://www.kingmandailyminer.com)
- Kudos [www.kudosnaz.com](http://www.kudosnaz.com)
- Navajo Hopi Observer [www.navajohopiobserver.com](http://www.navajohopiobserver.com)
- Palo Verde Valley Times [www.paloverdevalleytimes.com](http://www.paloverdevalleytimes.com)
- Prescott Daily Courier [www.prescottaz.com](http://www.prescottaz.com)
- Prescott Valley Tribune [www.prescottvalleytribune.com](http://www.prescottvalleytribune.com)
- Quartzsite Times [www.paloverdevalleytimes.com](http://www.paloverdevalleytimes.com)
- Smart Buyer [www.smartbuyeraz.com](http://www.smartbuyeraz.com)
- Smart Shopper [www.smartshopperaz.com](http://www.smartshopperaz.com)
- The Bugle [www.verdevalleynews.com](http://www.verdevalleynews.com)
- The Reminder [www.reminderaz.com](http://www.reminderaz.com)
- The Villager [www.thevillageraz.com](http://www.thevillageraz.com)
- The Winslow Mail [www.winslowaznews.com](http://www.winslowaznews.com)
- Today's News-Herald [www.havasunews.com](http://www.havasunews.com)
- Today's Real Estate [www.todaysrealestateonline.com](http://www.todaysrealestateonline.com)
- Verde Independent [www.verdevalleynews.com](http://www.verdevalleynews.com)
- Verde Valley Real Estate [www.vusedonare.com](http://www.vusedonare.com)
- Williams-Grand Canyon News [www.williamsnews.com](http://www.williamsnews.com)
- Williams Tour Guide [www.williamstourguide.com](http://www.williamstourguide.com)

### Phone Directories, Billboards, Radio, Signs, Printing

- Community Directory [www.communitydirectoryofprescott.com](http://www.communitydirectoryofprescott.com)  
[www.communitydirectoryofflagstaff.com](http://www.communitydirectoryofflagstaff.com)  
[www.communitydirectoryofsedona.com](http://www.communitydirectoryofsedona.com)  
[www.communitydirectoryofverdevalley.com](http://www.communitydirectoryofverdevalley.com)
- Del Outdoor Advertising [www.deloutdoor.com](http://www.deloutdoor.com)
- Monster Media [www.z93yuma.com](http://www.z93yuma.com)  
[www.kjokyuma.com](http://www.kjokyuma.com)
- Sign Pro [www.signproaz.com](http://www.signproaz.com)

### Additional Information

Online Advertising, Specialty Inserts Pricing, Deadlines, Mechanicals, Market Information or National Advertising please contact:

Brandy Wright, Executive Sales & Marketing Associate  
928-783-3311 ext. 4115  
Email: [bwright@westernnews.com](mailto:bwright@westernnews.com)

Linda Walker, Executive Administrative Assistant  
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Email: [lwalker@westernnews.com](mailto:lwalker@westernnews.com)



# WESTERN NEWSPAPERS, INC.



## ANNUAL BULK AGREEMENT RATES

• Additional discounts available with an agreement for four or more WNI Newspapers. •

Column Inches Per Year	Broadsheet Pages Per Year	1 Navajo Hopi Observer	2 Williams - Grand Canyon News	3 Kingman Daily Miner	4 Golden Valley Gazette	5 Today's News-Herald	6 Parker Pioneer	7 Palo Verde Valley Times/ Quartzsite Times	8 Verde Independent/ The Bugle	9 Winslow Mail	10 Chino Valley Review	11 Prescott Valley Tribune	12 Prescott Daily Courier	13 Big Bug/ Canyon Country News
Open National/Agency	Commissionable	\$14.10	\$12.40	\$16.10	\$7.90	\$22.30	\$11.66	\$13.57	\$15.36	\$8.85	\$9.30	\$15.80	\$23.10	\$8.00
130"-258"	1.01-2	\$12.70	\$11.16	\$14.55	\$7.11	\$17.58	\$8.85	\$12.22	\$13.82	\$7.97	\$8.20	\$13.90	\$20.50	\$7.20
259"-516"	2.01-4	\$12.26	\$10.78	\$14.05	\$6.87	\$16.99	\$8.57	\$11.82	\$13.36	\$7.70	\$8.00	\$13.50	\$19.70	\$6.96
517"-903"	4.01-7	\$11.98	\$10.54	\$13.70	\$6.72	\$16.59	\$8.36	\$11.55	\$13.06	\$7.52	\$7.80	\$13.00	\$19.40	\$6.80
904"-1677"	7.01-13	\$11.56	\$10.16	\$13.20	\$6.48	\$16.00	\$8.01	\$11.04	\$12.60	\$7.26	\$7.40	\$12.60	\$18.70	\$6.56
1678"-2580"	13.01-20	\$11.28	\$9.92	\$12.90	\$6.32	\$15.60	\$7.88	\$10.87	\$12.29	\$7.08	\$7.30	\$12.40	\$18.20	\$6.40
2581"-3354"	20.01-26	\$10.86	\$9.54	\$12.35	\$6.08	\$15.03	\$7.61	\$10.44	\$11.83	\$6.81	\$7.00	\$11.90	\$17.50	\$6.16
3355"-5031"	26.01-39	\$10.58	\$9.30	\$12.10	\$5.93	\$14.65	\$7.11	\$10.20	\$11.52	\$6.64	\$6.90	\$11.60	\$17.10	\$6.00
5032"-6708"	39.01-52	\$10.16	\$8.92	\$11.65	\$5.69	\$14.06	\$6.84	\$9.77	\$11.06	\$6.37	\$6.60	\$11.10	\$16.30	\$5.76
6709"-10062"	52.01-78	\$9.88	\$8.68	\$11.35	\$5.53	\$13.67	\$6.79	\$9.50	\$10.75	\$6.20	\$6.50	\$10.80	\$15.90	\$5.60
10063"-13416"	78.01-104	\$9.44	\$8.30	\$10.80	\$5.29	\$13.13	\$6.68	\$9.09	\$10.29	\$5.93	\$6.00	\$10.30	\$15.30	\$5.36
13417"-16770"	104.01-130	\$9.16	\$8.06	\$10.50	\$5.14	\$12.60	\$6.48	\$8.81	\$9.98	\$5.75	\$5.90	\$10.10	\$14.80	\$5.20
16771"-20124"	130.01-156	\$8.88	\$7.80	\$10.20	\$4.98	\$12.22	\$6.28	\$8.54	\$9.68	\$5.58	\$5.70	\$9.60	\$14.30	\$5.04
20125"-23478"	156.01-182	\$8.46	\$7.44	\$9.65	\$4.74	\$11.63	\$5.98	\$8.17	\$9.22	\$5.31	\$5.50	\$9.20	\$13.70	\$4.80
23479"-26832"	182.01-208	\$8.18	\$7.20	\$9.35	\$4.58	\$11.25	\$5.78	\$7.83	\$8.91	\$5.13	\$5.30	\$9.00	\$13.10	\$4.64
26833"-33540"	208.01-260	\$7.90	\$6.94	\$9.05	\$4.42	\$10.86	\$5.58	\$7.62	\$8.60	\$4.96	\$5.10	\$8.60	\$12.70	\$4.48
33541"and up	260.01 or more	\$7.60	\$6.68	\$8.75	\$4.27	\$10.47	\$5.38	\$7.33	\$8.29	\$4.78	\$4.90	\$8.30	\$12.30	\$4.32
Color/Page		\$130.00	\$110.00	\$115.00	\$55.00	\$135.00	\$99.00	\$110.00	\$110.00	\$110.00	\$120.00	\$230.00	\$230.00	\$80.00

Please contact us for Smart Shopper, Smart Buyer, Desert Shopper and TMC pickup rates.

## GROUP-BUY INSERT/PREPRINT RATES

• Applicable with an insert/preprint agreement for four or more WNI Newspapers. •

SIZE/WEIGHT LIMITS	BASE		12 TIMES ANNUAL		24 TIMES ANNUAL		48 TIMES ANNUAL	
	Carrier Rate	Mail Rate	Carrier Rate	Mail Rate	Carrier Rate	Mail Rate	Carrier Rate	Mail Rate
up to .30	31.50	38.43	31.50	36.83	31.50	35.23	31.50	32.03
4 tab .31-.35	39.14	39.00	37.59	37.37	36.79	35.75	35.24	32.50
.36-.40	39.14	41.83	37.59	40.09	36.79	38.35	35.24	34.86
.41-.45	39.14	44.67	37.59	42.81	36.79	40.95	35.24	37.22
.46-.50	39.14	47.50	37.59	45.53	36.79	43.54	35.24	39.59
.51-.55	39.14	50.34	37.59	48.24	36.79	46.15	35.24	41.95
.56-.60	39.14	53.17	37.59	50.96	36.79	48.74	35.24	44.31
4 std .61-.65	41.10	56.01	39.46	53.68	38.64	51.35	37.00	46.67
.66-.70	41.10	58.84	39.46	56.40	38.64	53.94	37.00	49.04
.71-.75	41.10	61.68	39.46	59.10	38.64	56.54	37.00	51.40
.76-.80	41.10	64.51	39.46	61.82	38.64	59.14	37.00	53.76
.81-.85	41.10	67.35	39.46	64.54	38.64	61.74	37.00	56.12
.86-.90	41.10	70.18	39.46	67.26	38.64	64.33	37.00	58.49
6 std .91-.95	45.02	73.02	43.24	69.97	42.34	66.94	40.53	60.85
.96-1.0	45.02	75.85	43.24	72.69	42.34	69.53	40.53	63.21
1.1	45.02	83.79	43.24	80.30	42.34	76.81	40.53	69.83
1.2	45.02	89.46	43.24	85.73	42.34	82.01	40.53	74.55
8 std 1.3	46.98	95.13	45.11	91.17	44.16	87.20	42.29	79.28
1.4	46.98	100.80	45.11	96.60	44.16	92.40	42.29	84.00
1.5	46.98	106.47	45.11	102.04	44.16	97.60	42.29	88.73
1.6	46.98	112.14	45.11	107.47	44.16	102.80	42.29	93.45
10 std 1.7	52.86	117.81	50.76	112.91	49.69	107.99	47.59	98.18
1.8	52.86	123.48	50.76	118.34	49.69	113.19	47.59	102.90
1.9	52.86	129.15	50.76	123.77	49.69	118.39	47.59	107.63
2	52.86	134.82	50.76	129.20	49.69	123.59	47.59	112.35
12 std 2.1	54.81	140.49	52.63	134.64	51.53	128.78	49.33	117.08
2.2	54.81	146.16	52.63	140.07	51.53	133.98	49.33	121.80
2.3	54.81	151.83	52.63	145.51	51.53	139.18	49.33	126.53
2.4	54.81	157.50	52.63	150.94	51.53	144.38	49.33	131.25
14 std 2.5	60.69	163.17	58.28	156.38	57.06	149.57	54.62	135.98
2.6	60.69	168.84	58.28	161.81	57.06	154.77	54.62	140.70
2.7	60.69	174.51	58.28	167.24	57.06	159.97	54.62	145.43
2.8	60.69	180.18	58.28	172.67	57.06	165.17	54.62	150.15
16 std 2.9	62.62	185.85	60.12	178.11	58.86	170.36	56.36	154.88
3	62.62	191.52	60.12	183.54	58.86	175.56	56.36	159.60
3.1	62.62	197.19	60.12	188.98	58.86	180.76	56.36	164.33
3.2	62.62	202.86	60.12	194.41	58.86	185.96	56.36	169.05
18 std 3.3	68.52	208.53	65.79	199.85	64.41	191.15	61.68	173.78

Orders for less than full circulation in any single publication will incur a premium charge of \$25.00 per thousand. The premium charge will be added to the cost of insertion. \*Based upon a signed agreement.

Credit of Pre-Printed Insert Inches will be allowed toward the fulfillment of Bulk Advertising Agreement based upon a 4-to-1 ratio of Pre-Print Inches to ROP as follows:							
INSERT SIZE	INCHES/CREDIT	INSERT SIZE	INCHES/CREDIT	INSERT SIZE	INCHES/CREDIT	INSERT SIZE	INCHES/CREDIT
4std/8tab/16flexi	129"	8std/16tab/32flexi	258"	12std/24tab/48flexi	387"	16std/32tab/64flexi	516"
6std/8tab/24flexi	194"	10std/20tab/40flexi	323"	14std/28tab/56 flexi	452"	18std/36tab/72flexi	581"

Minimum size Pre-Print Insert for credit application is 4std/8tab. • Credit based on minimum 12 times annual Pre-Print Insert Agreement.