



California Newspaper Publishers Association

708 10th Street, Sacramento, CA 95814

Tel: (916) 288-6010; (916) 288-6019

Nationwide Display Ad Networks Ratecard

State/Region	2X4 Cost	2x2 Cost	Circ/Readership	Newspapers	CPM
Alabama		\$1,000.00	725,000	112	\$1.38
Alaska	\$2,760.00	\$1,380.00	270,600	19	\$5.10
Arizona*	\$1,470.00	\$735.00	816,509	76	\$0.90
Arkansas	\$2,100.00	\$1,050.00	764,000	123	\$1.37
California*	\$4,000.00	\$1,550.00	1,550,000	140	\$1.00
Northern	\$2,400.00	\$1,200.00	775,000	62+	\$1.55
Southern	\$2,400.00	\$1,200.00	775,000	62+	\$1.55
Colorado	\$1,700.00	\$850.00	635,372	67	\$1.34
<i>Northwest</i>	2x2	\$215.00	23,815	6	\$9.03
<i>Southwest</i>	2x2	\$320.00	103,395	24	\$3.09
<i>Southeast</i>	2x2	\$425.00	163,400	31	\$2.60
<i>Northeast</i>	2x2	\$530.00	158,471	32	\$3.34
<i>Metro</i>	2x2	\$745.00	186,291	22	\$4.00
Florida*	\$2,500.00	\$1,260.00	1,947,933	116	\$0.65
<i>North</i>	\$2,800.00	\$500.00	250,975	20	\$1.99
<i>South</i>	\$1,200.00	\$600.00	924,848	63	\$0.65
<i>Central</i>	\$1,200.00	\$600.00	772,110	33	\$0.78
Georgia	\$2,800.00	\$1,400.00	954,641	103	\$1.47
<i>North</i>	\$1,500.00	\$800.00	460,921	45	\$1.74
<i>South</i>	\$1,500.00	\$800.00	493,720	58	\$1.62
Hawaii	\$2,970.00	\$1,485.00	731,000	14	\$2.03
Illinois*	\$2,800.00	\$1,400.00	1,158,043	253	\$1.21
<i>Northwest</i>	\$600.00	\$300.00	263,793	44	\$1.14
<i>Chicagoland</i>	\$700.00	\$350.00	320,463	64	\$1.09
<i>Central West</i>	\$600.00	\$300.00	152,859	42	\$1.96
<i>Central East</i>	\$600.00	\$300.00	192,950	39	\$1.55
<i>Southwest</i>	\$600.00	\$300.00	127,870	29	\$2.35
<i>Southeast</i>	\$600.00	\$300.00	100,108	35	\$3.00
Indiana	\$1,800.00	\$900.00	760,396	88	\$1.18
Iowa	\$2,550.00	\$1,200.00	938,914	170	\$1.28
<i>Northwest</i>	\$860.00	\$400.00	69,133	35	\$5.79
<i>Northeast</i>	\$860.00	\$400.00	190,694	31	\$2.10
<i>Central</i>	\$860.00	\$400.00	85,847	13	\$4.66
<i>Southwest</i>	\$860.00	\$400.00	117,284	26	\$3.41
<i>Southeast</i>	\$860.00	\$400.00	181,140	26	\$2.21
Kansas	\$1,650.00	\$800.00	445,040	131	\$1.80
Kentucky*	\$4,100.00	\$2,070.00	945,081	98	\$2.19
Dailies Only	\$2,330.00	\$1,250.00	549,468	20	\$2.27
Weeklies Only	\$1,750.00	\$1,350.00	395,613	78	\$3.41
Louisiana	\$1,300.00	\$650.00	400,000	35	\$1.63
MD/Del-DC	\$2,900.00	\$1,450.00	1,789,440	101	\$0.81
Michigan	\$1,998.00	\$999.00	1,360,605	108	\$0.73



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State/Region	2X4 Cost	2x2 Cost	Circ/Readership	Newspapers	CPM
Minnesota	\$3,800.00	\$1,800.00	1,105,912	271	\$1.63
<i>North</i>	\$1,300.00	\$600.00	403,916	78	\$1.49
<i>Central East</i>	\$1,300.00	\$600.00	445,107	43	\$1.35
<i>Central West</i>	\$1,300.00	\$600.00	177,769	55	\$3.38
<i>South</i>	\$1,300.00	\$600.00	326,404	99	\$1.84
Mississippi	\$2,120.00	\$1,060.00	497,000	90	\$2.13
1 region	\$900.00	\$450.00			
2 regions	\$1,590.00	\$795.00			
Missouri	\$2,000.00	\$1,000.00	941,190	155	\$1.06
<i>East</i>	\$1,200.00	\$600.00	460,243	71	\$1.30
<i>West</i>	\$1,200.00	\$600.00	480,947	84	\$1.25
Montana		\$330.00	151,988	52	\$2.17
Nebraska	\$1,750.00	\$875.00	363,778	173	\$2.41
<i>Northeast</i>	\$640.00	\$320.00	129,565	57	\$2.47
<i>Southeast</i>	\$590.00	\$295.00	90,418	35	\$3.26
<i>Central</i>	\$590.00	\$295.00	110,084	46	\$2.68
<i>Western</i>	\$590.00	\$295.00	80,849	33	\$3.65
Nevada	\$1,380.00	\$690.00	375,205	18	\$1.84
New England		\$950.00	523,566	80	\$1.81
<i>Southern</i>		\$350.00	141,737	24	\$2.47
<i>Bay State</i>		\$350.00	159,441	26	\$2.20
<i>Tri-State</i>		\$350.00	222,358	30	\$1.57
New Jersey		\$1,250.00	1,750,000	150	\$0.71
Northern		\$1,071.00	1,347,581	102	\$0.79
Southern		\$375.00	219,778	28	\$1.71
New Mexico		\$800.00	226,542	29	\$3.53
New York (W)	\$3,000.00	\$1,500.00	1,255,436	173	\$1.19
New York City	\$800.00	\$400.00	551,135	40	\$0.73
Long Island	\$800.00	\$400.00	155,465	27	\$2.57
Upstate	\$800.00	\$400.00	80,774	13	\$4.95
Hudson Valley	\$800.00	\$400.00	111,294	20	\$3.59
Western	\$800.00	\$400.00	222,686	39	\$1.80
Central	\$800.00	\$400.00	134,082	34	\$2.98
New York(D)		\$1,200.00	982,169	46	\$1.22
<i>West</i>		\$350.00	201,796	13	\$1.73
<i>Central</i>		\$300.00	212,020	17	\$1.41
<i>East</i>		\$650.00	694,736	20	\$0.94
North Carolina	\$2,950.00	\$1,475.00	1,400,000	81	\$1.05
<i>Eastern</i>		\$925.00	785,674	46	\$1.18
<i>Western</i>		\$715.00	640,343	35	\$1.12
North Dakota		\$600.00	313,664	90	\$1.91
<i>Northwest</i>		\$125.00	59,861	20	\$2.09
<i>Southwest</i>		\$125.00	61,698	17	\$2.03
<i>Northeast</i>		\$225.00	82,308	30	\$2.73
<i>Southeast</i>		\$225.00	109,797	21	\$2.05



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Nationwide Display Ad Networks Ratecard

State/Region	2X4 Cost	2x2 Cost	Circ/Readership	Newspapers	CPM
Ohio		\$850.00	1,100,000	94	\$0.77
Oklahoma		\$2,500.00	1,348,911	188	\$1.85
Metro		\$500.00	360,643		\$1.39
Zone 1-NW		\$500.00	192,218		\$2.60
Zone 2-NE		\$500.00	357,485		\$1.40
Zone 3-SW		\$500.00	169,925		\$2.94
Zone 4-SE		\$500.00	268,740		\$1.86
Ohio		\$975.00	691,184	60	\$1.41
Oregon		\$650.00	387,000	49	\$1.68
Pennsylvania	\$2,700.00	\$1,350.00	998,382	84	\$1.35
Northeast	\$200.00	\$100.00	64,729		
S/E Philadelphia	\$1,950.00	\$975.00	854,517	55	\$1.14
Central	\$500.00	\$250.00	191,725		
Western	\$400.00	\$200.00	152,499	29	\$1.31
South Carolina	\$3,200.00	\$1,600.00	922,446	103	\$1.73
Low Country	\$850.00	\$425.00	173,942	15	\$2.44
Pee Dee	\$750.00	\$425.00	154,106	20	\$2.76
Midlands	\$1,550.00	\$775.00	258,422	37	\$3.00
Upstate	\$1,700.00	\$850.00	31	29	
South Dakota		\$800.00	317,285	139	\$2.52
East River		\$525.00	234,903	107	\$2.23
West River		\$375.00	82,382	32	\$4.55
Tennessee	\$2,070.00	\$1,035.00	680,665	78	\$1.52
Western	710	\$355.00	129,940	21	\$2.73
Middle	850	\$425.00	265,216	31	\$1.60
Eastern	850	\$425.00	285,509	26	\$1.49
Texas	\$2,400.00	\$1,100.00	654,507	243	\$1.68
South	\$950.00	\$450.00	233,400	77	\$1.93
West	\$950.00	\$450.00	186,164	92	\$2.42
North	\$950.00	\$450.00	202,384	66	\$2.22
Utah	\$578.00	\$315.00	200,000	40	\$1.58
Virginia	\$1,900.00	\$950.00	1,005,589	77	\$0.94
Northern	1400	\$700.00	586,672	35	\$1.19
Western	1000	\$500.00	191,729	23	\$2.61
Centra/Eastern	1000	\$500.00	149,626	18	\$3.34
Washington	\$1,990.00	\$995.00	657,389	77	\$1.51
Eastern	\$600.00	\$300.00	300,497	32	\$1.00
Coastal	\$600.00	\$300.00	490,958	24	\$0.61
Metro	\$1,200.00	\$600.00	720,539	23	\$0.83
West Virginia*	\$1,200.00	\$600.00	531,176	52	\$1.13
Wisconsin*	\$2,925.00	\$1,350.00	1,005,100	173	\$1.34
Northeast	\$860.00	\$395.00	310,900	44	\$1.27
Northwest	\$860.00	\$395.00	207,000	37	\$1.91
Southeast	\$860.00	\$395.00	235,200	40	\$1.68
Southwest	\$860.00	\$395.00	251,700	51	\$1.57
Wyoming	\$1,200.00	\$480.00	175,546	42	\$2.73
States listed		\$48,659.00	35,406,519.00	4,609.00	
Revised *8/7/09					



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Nationwide Display Ad Networks Ratecard

State/Region	2X4 Cost	2x2 Cost	Circ/Readership	Newspapers	CPM	Deadline
Alabama		\$1,000.00	725,000	112	\$1.38	Monday noon
Alaska	\$2,760.00	\$1,380.00	270,600	19	\$5.10	Monday
Arizona*	\$1,470.00	\$735.00	816,509	76	\$0.90	Monday, Noon
Arkansas	\$2,100.00	\$1,050.00	764,000	123	\$1.37	Monday, 3 p.m.
California*	\$4,000.00	\$1,550.00	1,550,000	140	\$1.00	Friday, 10 a.m.
Northern	\$2,400.00	\$1,200.00	775,000	62+	\$1.55	
Southern	\$2,400.00	\$1,200.00	775,000	62+	\$1.55	
Colorado	\$1,700.00	\$850.00	635,372	67	\$1.34	Monday, Noon
<i>Northwest</i>	2x2	\$215.00	23,815	6	\$9.03	
<i>Southwest</i>	2x2	\$320.00	103,395	24	\$3.09	
<i>Southeast</i>	2x2	\$425.00	163,400	31	\$2.60	
<i>Northeast</i>	2x2	\$530.00	158,471	32	\$3.34	
<i>Metro</i>	2x2	\$745.00	186,291	22	\$4.00	
Florida*	\$2,500.00	\$1,260.00	1,947,933	116	\$0.65	Friday, Noon
<i>North</i>	\$2,800.00	\$500.00	250,975	20	\$1.99	
<i>South</i>	\$1,200.00	\$600.00	924,848	63	\$0.65	
<i>Central</i>	\$1,200.00	\$600.00	772,110	33	\$0.78	
Georgia	\$2,800.00	\$1,400.00	954,641	103	\$1.47	Monday, Noon
<i>North</i>	\$1,500.00	\$800.00	460,921	45	\$1.74	
<i>South</i>	\$1,500.00	\$800.00	493,720	58	\$1.62	
Hawaii	\$2,970.00	\$1,485.00	731,000	14	\$2.03	Monday noon
Illinois*	\$2,800.00	\$1,400.00	1,158,043	253	\$1.21	Wednesday noon
<i>Northwest</i>	\$600.00	\$300.00	263,793	44	\$1.14	Zones excluding Chica
<i>Chicagoland</i>	\$700.00	\$350.00	320,463	64	\$1.09	Zones including Chica
<i>Central West</i>	\$600.00	\$300.00	152,859	42	\$1.96	
<i>Central East</i>	\$600.00	\$300.00	192,950	39	\$1.55	
<i>Southwest</i>	\$600.00	\$300.00	127,870	29	\$2.35	
<i>Southeast</i>	\$600.00	\$300.00	100,108	35	\$3.00	
Indiana	\$1,800.00	\$900.00	760,396	88	\$1.18	Monday, 5 p.m.
Iowa	\$2,550.00	\$1,200.00	938,914	170	\$1.28	Tuesday, noon
<i>Northwest</i>	\$860.00	\$400.00	69,133	35	\$5.79	
<i>Northeast</i>	\$860.00	\$400.00	190,694	31	\$2.10	
<i>Central</i>	\$860.00	\$400.00	85,847	13	\$4.66	
<i>Southwest</i>	\$860.00	\$400.00	117,284	26	\$3.41	
<i>Southeast</i>	\$860.00	\$400.00	181,140	26	\$2.21	
Kansas	\$1,650.00	\$800.00	445,040	131	\$1.80	Tuesday, 5 p.m.
Kentucky*	\$4,100.00	\$2,070.00	945,081	98	\$2.19	Wednesday, 3 p.m.
Dailies Only	\$2,330.00	\$1,250.00	549,468	20	\$2.27	
Weeklies Only	\$1,750.00	\$1,350.00	395,613	78	\$3.41	
Louisiana	\$1,300.00	\$650.00	400,000	35	\$1.63	Wednesday, Noon
MD/Del-DC	\$2,900.00	\$1,450.00	1,789,440	101	\$0.81	Tuesday, Noon
Michigan	\$1,998.00	\$999.00	1,360,605	108	\$0.73	Monday, Noon



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State/Region	2X4 Cost	2x2 Cost	Circ/Readership	Newspapers	CPM	Deadline
Minnesota	\$3,800.00	\$1,800.00	1,105,912	271	\$1.63	Tuesday, Noon
<i>North</i>	\$1,300.00	\$600.00	403,916	78	\$1.49	
<i>Central East</i>	\$1,300.00	\$600.00	445,107	43	\$1.35	
<i>Central West</i>	\$1,300.00	\$600.00	177,769	55	\$3.38	
<i>South</i>	\$1,300.00	\$600.00	326,404	99	\$1.84	
Mississippi	\$2,120.00	\$1,060.00	497,000	90	\$2.13	Monday, 5 p.m.
1 region	\$900.00	\$450.00				
2 regions	\$1,590.00	\$795.00				
Missouri	\$2,000.00	\$1,000.00	941,190	155	\$1.06	Wednesday, 10 a.m.
<i>East</i>	\$1,200.00	\$600.00	460,243	71	\$1.30	
<i>West</i>	\$1,200.00	\$600.00	480,947	84	\$1.25	
Montana		\$330.00	151,988	52	\$2.17	Wednesday, 5 p.m.
Nebraska	\$1,750.00	\$875.00	363,778	173	\$2.41	Tuesday, 4 p.m.
<i>Northeast</i>	\$640.00	\$320.00	129,565	57	\$2.47	
<i>Southeast</i>	\$590.00	\$295.00	90,418	35	\$3.26	
<i>Central</i>	\$590.00	\$295.00	110,084	46	\$2.68	
<i>Western</i>	\$590.00	\$295.00	80,849	33	\$3.65	
Nevada	\$1,380.00	\$690.00	375,205	18	\$1.84	Monday, Noon
New England		\$950.00	523,566	80	\$1.81	Monday, Noon
<i>Southern</i>		\$350.00	141,737	24	\$2.47	
<i>Bay State</i>		\$350.00	159,441	26	\$2.20	
<i>Tri-State</i>		\$350.00	222,358	30	\$1.57	
New Jersey		\$1,250.00	1,750,000	150	\$0.71	Monday, Noon
Northern		\$1,071.00	1,347,581	102	\$0.79	
Southern		\$375.00	219,778	28	\$1.71	
New Mexico		\$800.00	226,542	29	\$3.53	Wednesday, noon
New York (W)	\$3,000.00	\$1,500.00	1,255,436	173	\$1.19	Wednesday, noon
New York City	\$800.00	\$400.00	551,135	40	\$0.73	
Long Island	\$800.00	\$400.00	155,465	27	\$2.57	
Upstate	\$800.00	\$400.00	80,774	13	\$4.95	
Hudson Valley	\$800.00	\$400.00	111,294	20	\$3.59	
Western	\$800.00	\$400.00	222,686	39	\$1.80	
Central	\$800.00	\$400.00	134,082	34	\$2.98	
New York(D)		\$1,200.00	982,169	46	\$1.22	Wednesday, Noon
<i>West</i>		\$350.00	201,796	13	\$1.73	
<i>Central</i>		\$300.00	212,020	17	\$1.41	
<i>East</i>		\$650.00	694,736	20	\$0.94	
North Carolina	\$2,950.00	\$1,475.00	1,400,000	81	\$1.05	Tuesday, 5 p.m.
<i>Eastern</i>		\$925.00	785,674	46	\$1.18	
<i>Western</i>		\$715.00	640,343	35	\$1.12	
North Dakota		\$600.00	313,664	90	\$1.91	Monday, Noon
<i>Northwest</i>		\$125.00	59,861	20	\$2.09	
<i>Southwest</i>		\$125.00	61,698	17	\$2.03	
<i>Northeast</i>		\$225.00	82,308	30	\$2.73	
<i>Southeast</i>		\$225.00	109,797	21	\$2.05	



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Oklahoma		\$2,500.00	1,348,911	188	\$1.85	Wednesday 10 a.m.
Metro		\$500.00	360,643		\$1.39	
Zone 1-NW		\$500.00	192,218		\$2.60	
Zone 2-NE		\$500.00	357,485		\$1.40	
Zone 3-SW		\$500.00	169,925		\$2.94	
Zone 4-SE		\$500.00	268,740		\$1.86	
Ohio		\$975.00	691,184	60	\$1.41	Monday, Noon
Oregon		\$650.00	387,000	49	\$1.68	Tuesday, 5 p.m.
Pennsylvania	\$2,700.00	\$1,350.00	998,382	84	\$1.35	Monday, 11 a.m.
Northeast	\$200.00	\$100.00	64,729			
S/E Philadelphia	\$1,950.00	\$975.00	854,517	55	\$1.14	
Central	\$500.00	\$250.00	191,725			
Western	\$400.00	\$200.00	152,499	29	\$1.31	
South Carolina	\$3,200.00	\$1,600.00	922,446	103	\$1.73	Wednesday, 10 a.m.
Low Country	\$850.00	\$425.00	173,942	15	\$2.44	
Pee Dee	\$750.00	\$425.00	154,106	20	\$2.76	
Midlands	\$1,550.00	\$775.00	258,422	37	\$3.00	
Upstate	\$1,700.00	\$850.00	31	29		
South Dakota		\$800.00	317,285	139	\$2.52	Tuesday, noon
East River		\$525.00	234,903	107	\$2.23	
West River		\$375.00	82,382	32	\$4.55	
Tennessee	\$2,070.00	\$1,035.00	680,665	78	\$1.52	Monday, 5 p.m.
Western	710	\$355.00	129,940	21	\$2.73	
Middle	850	\$425.00	265,216	31	\$1.60	
Eastern	850	\$425.00	285,509	26	\$1.49	
Texas	\$2,400.00	\$1,100.00	654,507	243	\$1.68	Monday, 5 p.m.
South	\$950.00	\$450.00	233,400	77	\$1.93	2-regions \$900
West	\$950.00	\$450.00	186,164	92	\$2.42	
North	\$950.00	\$450.00	202,384	66	\$2.22	
Utah	\$578.00	\$315.00	200,000	40	\$1.58	Tuesday, Noon
Virginia	\$1,900.00	\$950.00	1,005,589	77	\$0.94	Tuesday, 3 p.m.
Northern	1400	\$700.00	586,672	35	\$1.19	
Western	1000	\$500.00	191,729	23	\$2.61	
Centra/Eastern	1000	\$500.00	149,626	18	\$3.34	
Washington	\$1,990.00	\$995.00	657,389	77	\$1.51	Mondays, 4 p.m.
Eastern	\$600.00	\$300.00	300,497	32	\$1.00	
Coastal	\$600.00	\$300.00	490,958	24	\$0.61	
Metro	\$1,200.00	\$600.00	720,539	23	\$0.83	
West Virginia*	\$1,200.00	\$600.00	531,176	52	\$1.13	Tuesday, Noon
Wisconsin*	\$2,925.00	\$1,350.00	1,005,100	173	\$1.34	Wednesday, 2 p.m.
Northeast	\$860.00	\$395.00	310,900	44	\$1.27	2 regions-\$700
Northwest	\$860.00	\$395.00	207,000	37	\$1.91	3 regions- \$1050
Southeast	\$860.00	\$395.00	235,200	40	\$1.68	
Southwest	\$860.00	\$395.00	251,700	51	\$1.57	
Wyoming	\$1,200.00	\$480.00	175,546	42	\$2.73	Thursday, Noon
States listed		\$48,659.00	35,406,519.00	4,609.00		

Revised *8/7/09



California Newspaper Publishers Association

708 10th Street, Sacramento, CA 95814

Tel: (916) 288-6010; (916) 288-6019

Nationwide Display Ad Networks Ratecard

State/Region	2X4 Cost	2x2 Cost	Circ/Readership	Newspapers	CPM	Deadline
Alabama		\$1,000.00	725,000	112	\$1.38	Monday noon
Alaska	\$2,760.00	\$1,380.00	270,600	19	\$5.10	Monday
Arizona*	\$1,470.00	\$735.00	816,509	76	\$0.90	Monday, Noon
Arkansas	\$2,100.00	\$1,050.00	764,000	123	\$1.37	Monday, 3 p.m.
California*	\$4,000.00	\$1,550.00	1,550,000	140	\$1.00	Friday, 10 a.m.
Northern	\$2,400.00	\$1,200.00	775,000	62+	\$1.55	
Southern	\$2,400.00	\$1,200.00	775,000	62+	\$1.55	
Colorado	\$1,700.00	\$850.00	635,372	67	\$1.34	Monday, Noon
<i>Northwest</i>	2x2	\$215.00	23,815	6	\$9.03	
<i>Southwest</i>	2x2	\$320.00	103,395	24	\$3.09	
<i>Southeast</i>	2x2	\$425.00	163,400	31	\$2.60	
<i>Northeast</i>	2x2	\$530.00	158,471	32	\$3.34	
<i>Metro</i>	2x2	\$745.00	186,291	22	\$4.00	
Florida*	\$2,500.00	\$1,260.00	1,947,933	116	\$0.65	Friday, Noon
<i>North</i>	\$2,800.00	\$500.00	250,975	20	\$1.99	
<i>South</i>	\$1,200.00	\$600.00	924,848	63	\$0.65	
<i>Central</i>	\$1,200.00	\$600.00	772,110	33	\$0.78	
Georgia	\$2,800.00	\$1,400.00	954,641	103	\$1.47	Monday, Noon
<i>North</i>	\$1,500.00	\$800.00	460,921	45	\$1.74	
<i>South</i>	\$1,500.00	\$800.00	493,720	58	\$1.62	
Hawaii	\$2,970.00	\$1,485.00	731,000	14	\$2.03	Monday noon
Illinois*	\$2,800.00	\$1,400.00	1,158,043	253	\$1.21	Wednesday noon
<i>Northwest</i>	\$600.00	\$300.00	263,793	44	\$1.14	Zones excluding Chicago
<i>Chicagoland</i>	\$700.00	\$350.00	320,463	64	\$1.09	Zones including Chicago
<i>Central West</i>	\$600.00	\$300.00	152,859	42	\$1.96	
<i>Central East</i>	\$600.00	\$300.00	192,950	39	\$1.55	
<i>Southwest</i>	\$600.00	\$300.00	127,870	29	\$2.35	
<i>Southeast</i>	\$600.00	\$300.00	100,108	35	\$3.00	
Indiana	\$1,800.00	\$900.00	760,396	88	\$1.18	Monday, 5 p.m.
Iowa	\$2,550.00	\$1,200.00	938,914	170	\$1.28	Tuesday, noon
<i>Northwest</i>	\$860.00	\$400.00	69,133	35	\$5.79	
<i>Northeast</i>	\$860.00	\$400.00	190,694	31	\$2.10	
<i>Central</i>	\$860.00	\$400.00	85,847	13	\$4.66	
<i>Southwest</i>	\$860.00	\$400.00	117,284	26	\$3.41	
<i>Southeast</i>	\$860.00	\$400.00	181,140	26	\$2.21	
Kansas	\$1,650.00	\$800.00	445,040	131	\$1.80	Tuesday, 5 p.m.
Kentucky*	\$4,100.00	\$2,070.00	945,081	98	\$2.19	Wednesday, 3 p.m.
Dailies Only	\$2,330.00	\$1,250.00	549,468	20	\$2.27	
Weeklies Only	\$1,750.00	\$1,350.00	395,613	78	\$3.41	
Louisiana	\$1,300.00	\$650.00	400,000	35	\$1.63	Wednesday, Noon
MD/Del-DC	\$2,900.00	\$1,450.00	1,789,440	101	\$0.81	Tuesday, Noon
Michigan	\$1,998.00	\$999.00	1,360,605	108	\$0.73	Monday, Noon



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Minnesota	\$3,800.00	\$1,800.00	1,105,912	271	\$1.63	Tuesday, Noon
<i>North</i>	\$1,300.00	\$600.00	403,916	78	\$1.49	
<i>Central East</i>	\$1,300.00	\$600.00	445,107	43	\$1.35	
<i>Central West</i>	\$1,300.00	\$600.00	177,769	55	\$3.38	
<i>South</i>	\$1,300.00	\$600.00	326,404	99	\$1.84	
Mississippi	\$2,120.00	\$1,060.00	497,000	90	\$2.13	Monday, 5 p.m.
1 region	\$900.00	\$450.00				
2 regions	\$1,590.00	\$795.00				
Missouri	\$2,000.00	\$1,000.00	941,190	155	\$1.06	Wednesday, 10 a.m.
<i>East</i>	\$1,200.00	\$600.00	460,243	71	\$1.30	
<i>West</i>	\$1,200.00	\$600.00	480,947	84	\$1.25	
Montana		\$330.00	151,988	52	\$2.17	Wednesday, 5 p.m.
Nebraska	\$1,750.00	\$875.00	363,778	173	\$2.41	Tuesday, 4 p.m.
<i>Northeast</i>	\$640.00	\$320.00	129,565	57	\$2.47	
<i>Southeast</i>	\$590.00	\$295.00	90,418	35	\$3.26	
<i>Central</i>	\$590.00	\$295.00	110,084	46	\$2.68	
<i>Western</i>	\$590.00	\$295.00	80,849	33	\$3.65	
Nevada	\$1,380.00	\$690.00	375,205	18	\$1.84	Monday, Noon
New England		\$950.00	523,566	80	\$1.81	Monday, Noon
<i>Southern</i>		\$350.00	141,737	24	\$2.47	
<i>Bay State</i>		\$350.00	159,441	26	\$2.20	
<i>Tri-State</i>		\$350.00	222,358	30	\$1.57	
New Jersey		\$1,250.00	1,750,000	150	\$0.71	Monday, Noon
Northern		\$1,071.00	1,347,581	102	\$0.79	
Southern		\$375.00	219,778	28	\$1.71	
New Mexico		\$800.00	226,542	29	\$3.53	Wednesday, noon
New York (W)	\$3,000.00	\$1,500.00	1,255,436	173	\$1.19	Wednesday, noon
New York City	\$800.00	\$400.00	551,135	40	\$0.73	
Long Island	\$800.00	\$400.00	155,465	27	\$2.57	
Upstate	\$800.00	\$400.00	80,774	13	\$4.95	
Hudson Valley	\$800.00	\$400.00	111,294	20	\$3.59	
Western	\$800.00	\$400.00	222,686	39	\$1.80	
Central	\$800.00	\$400.00	134,082	34	\$2.98	
New York(D)		\$1,200.00	982,169	46	\$1.22	Wednesday, Noon
<i>West</i>		\$350.00	201,796	13	\$1.73	
<i>Central</i>		\$300.00	212,020	17	\$1.41	
<i>East</i>		\$650.00	694,736	20	\$0.94	
North Carolina	\$2,950.00	\$1,475.00	1,400,000	81	\$1.05	Tuesday, 5 p.m.
<i>Eastern</i>		\$925.00	785,674	46	\$1.18	
<i>Western</i>		\$715.00	640,343	35	\$1.12	
North Dakota		\$600.00	313,664	90	\$1.91	Monday, Noon
<i>Northwest</i>		\$125.00	59,861	20	\$2.09	
<i>Southwest</i>		\$125.00	61,698	17	\$2.03	
<i>Northeast</i>		\$225.00	82,308	30	\$2.73	
<i>Southeast</i>		\$225.00	109,797	21	\$2.05	



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Ohio		\$850.00	1,100,000	94	\$0.77	Monday, noon
Oklahoma		\$2,500.00	1,348,911	188	\$1.85	Wednesday 10 a.m.
Metro		\$500.00	360,643		\$1.39	
Zone 1-NW		\$500.00	192,218		\$2.60	
Zone 2-NE		\$500.00	357,485		\$1.40	
Zone 3-SW		\$500.00	169,925		\$2.94	
Zone 4-SE		\$500.00	268,740		\$1.86	
Ohio		\$975.00	691,184	60	\$1.41	Monday, Noon
Oregon		\$650.00	387,000	49	\$1.68	Tuesday, 5 p.m.
Pennsylvania	\$2,700.00	\$1,350.00	998,382	84	\$1.35	Monday, 11 a.m.
Northeast	\$200.00	\$100.00	64,729			
S/E Philadelphia	\$1,950.00	\$975.00	854,517	55	\$1.14	
Central	\$500.00	\$250.00	191,725			
Western	\$400.00	\$200.00	152,499	29	\$1.31	
South Carolina	\$3,200.00	\$1,600.00	922,446	103	\$1.73	Wednesday, 10 a.m.
Low Country	\$850.00	\$425.00	173,942	15	\$2.44	
Pee Dee	\$750.00	\$425.00	154,106	20	\$2.76	
Midlands	\$1,550.00	\$775.00	258,422	37	\$3.00	
Upstate	\$1,700.00	\$850.00	31	29		
South Dakota		\$800.00	317,285	139	\$2.52	Tuesday, noon
East River		\$525.00	234,903	107	\$2.23	
West River		\$375.00	82,382	32	\$4.55	
Tennessee	\$2,070.00	\$1,035.00	680,665	78	\$1.52	Monday, 5 p.m.
Western	710	\$355.00	129,940	21	\$2.73	
Middle	850	\$425.00	265,216	31	\$1.60	
Eastern	850	\$425.00	285,509	26	\$1.49	
Texas	\$2,400.00	\$1,100.00	654,507	243	\$1.68	Monday, 5 p.m.
South	\$950.00	\$450.00	233,400	77	\$1.93	2-regions \$900
West	\$950.00	\$450.00	186,164	92	\$2.42	
North	\$950.00	\$450.00	202,384	66	\$2.22	
Utah	\$578.00	\$315.00	200,000	40	\$1.58	Tuesday, Noon
Virginia	\$1,900.00	\$950.00	1,005,589	77	\$0.94	Tuesday, 3 p.m.
Northern	1400	\$700.00	586,672	35	\$1.19	
Western	1000	\$500.00	191,729	23	\$2.61	
Centra/Eastern	1000	\$500.00	149,626	18	\$3.34	
Washington	\$1,990.00	\$995.00	657,389	77	\$1.51	Mondays, 4 p.m.
Eastern	\$600.00	\$300.00	300,497	32	\$1.00	
Coastal	\$600.00	\$300.00	490,958	24	\$0.61	
Metro	\$1,200.00	\$600.00	720,539	23	\$0.83	
West Virginia*	\$1,200.00	\$600.00	531,176	52	\$1.13	Tuesday, Noon
Wisconsin*	\$2,925.00	\$1,350.00	1,005,100	173	\$1.34	Wednesday, 2 p.m.
Northeast	\$860.00	\$395.00	310,900	44	\$1.27	2 regions-\$700
Northwest	\$860.00	\$395.00	207,000	37	\$1.91	3 regions- \$1050
Southeast	\$860.00	\$395.00	235,200	40	\$1.68	
Southwest	\$860.00	\$395.00	251,700	51	\$1.57	
Wyoming	\$1,200.00	\$480.00	175,546	42	\$2.73	Thursday, Noon
States listed		\$48,659.00	35,406,519.00	4,609.00		

Revised *8/7/09