

2012 Advertising Rates

11-535 1/11/12



A GANNETT COMPANY

Size	B & W	B & 1C	4C
Two Page Spread	\$15,360	\$17,360	\$19,360
Jumbo Jr Spread	13,560	15,560	17,560
Full Page	7,680	8,680	9,680
Jumbo Junior Page	6,780	7,780	8,780
1/2 Page	5,990	6,990	7,990
2/5 Page	5,840	6,840	7,840
1/2 JJR Page	5,380	6,380	7,380
3/10 Page	5,200	6,200	7,200
1/5 Page	4,060	5,060	6,060
1/10 Page	2,930	3,930	4,930

Premium Positions	
Center Spread	\$1,000
Back Cover	600
Inside Back Cover	500
Inside Front Cover	600
1st Right Hand Page	500
Other reserved positions	350

Cover Banners	
1 time	\$4,000

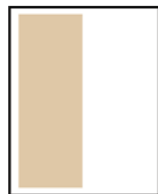
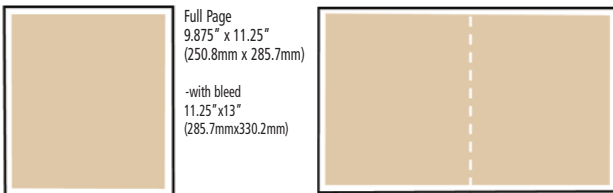
Frequency Discount: Banners		
4x	8x	12x
8%	12%	24%

Special Category Rate \$8.10 per line

Ad Specifications

For complete listing of ad specifications:
www.federaltimes.com/promos/advertising

Publication trims to 10.75" X 12.5" (273mm x 317.5mm)



Additional Ad Sizes:

JJR Spread	16.484" x 9.375"	418.6mm x 238.1mm
2/5 Page	3.85" x 11.25"	97.7mm x 285.7mm
Front Page Banner	5.75" x 1.5"	146.0mm x 38.1mm
1/2 Page JJR (vertical)	3.85" x 8.75"	97.7mm x 222.2mm
1/2 Page JJR (horizontal)	7.867" x 4.375"	199.8mm x 111.1mm
1/5 Page	3.85" x 5.625"	97.7mm x 142.8mm
1/5 Page Column	1.842" x 11.25"	46.7mm x 285.7mm
3/10 Page	5.858" x 5.625"	148.7mm x 142.8mm
1/10 Page	1.842" x 5.625"	46.7mm x 142.8mm

Frequency Discounts

3X	6X	12X	24X	36X
3%	5%	6%	8%	9%

Online Advertising Rates

Type	Size	CPM Home Page	CPM Channel
Posterboard	300 x 250	\$62.50	\$40
Leaderboard	728 x 90	50	35
Skyscraper	160 x 600	43.75	30

Type	Size	Run-of-Site	Remnant
Posterboard	300 x 250	\$35	\$10
Leaderboard	728 x 90	30	8
Skyscraper	160 x 600	25	5

Geotargeting or domain targeting - 25% Premium Charge
 Above the Scroll - 15% Premium Charge

E-Newsletters for Federal Times

Federal Times This Week	Ad size: 468x60	\$1,059/week
FT Daily News Roundup	Ad sizes: 300 x 250; 160 x 600	1,059/week
FT Monthly Facilities, Fleet, Energy Report	Ad sizes: 300 x 250; 160 x 600	1,059/month

Category Specific E-Newsletters (Bi-weekly)

Federal Times/Federal IT \$3,500 per sponsor (2) or \$5,000 Exclusive Sponsorship

Ad Unit Configurations

