

# QUARTERLY AUTO FLEX RATES

**Total Advertising Expenditures Up to \$125,000 per Quarter**

## Black & White Rates Per Ad

Weekly Frequency	Regular Rates	Continuity Display Rates			
		1x/week	2x/week	3x/week	4x/week
Double Truck	\$23,897	\$17,927	\$14,342	\$12,549	\$10,756
Full Page	\$12,130	\$9,100	\$7,280	\$6,370	\$5,460
2/3 Page (8 col x 252)	\$8,803	\$6,604	\$5,283	\$4,623	\$3,962
1/2 Page	\$7,581	\$5,688	\$4,550	\$3,981	\$3,413
1/4 Page	\$3,897	\$2,923	\$2,339	\$2,046	\$1,754
1/8 Page	\$2,123	\$1,593	\$1,274	\$1,115	\$956

## Color Rates Per Ad

Weekly Frequency	Regular Rates	Continuity Display Rates			
		1x/week	2x/week	3x/week	4x/week
Double Truck	\$33,456	\$25,098	\$20,078	\$17,569	\$15,059
Full Page	\$16,982	\$12,740	\$10,192	\$8,918	\$7,644
2/3 Page (8 col x 252)	\$12,324	\$9,245	\$7,396	\$6,472	\$5,547
1/2 Page	\$10,614	\$7,963	\$6,370	\$5,574	\$4,778
1/4 Page	\$5,456	\$4,093	\$3,274	\$2,865	\$2,456
1/8 Page	\$2,972	\$2,230	\$1,784	\$1,561	\$1,338

## Auto/Recruitment Liners

	Regular Rates	Continuity Liner Rates		
		1x/week	3x/week	7x/week
Line Rate (ads under 5 lines)	\$7.56	\$5.67	\$3.97	\$3.40
Line Rate (ads 5+ lines)	\$5.04	\$3.78	\$2.65	\$2.27
Careerbuilder 30-day Job Pack: \$250				

**Reach more potential customers.  
Call today 602.444.8443**

- Rates effective 1/1/08 through 12/31/08.
- Quarterly rate level based on actual spending in previous quarter.
- Continuity Rates require advertiser to run minimum of 1/8pg. per week for entire quarter or liner equivalent (375 lines/week.)