

Scoop USA Media 2020 Newspaper

Rate Card

Tabloid	Column Inches	Agency Rate	Open Rate	ScoopUSA Digital
Weekly Advertisements -- All Color Ads (Entire Pages are Full Color)		\$25.32 15% Comm.	\$22.00	\$36.00 Column Inch 1 Month/Weekly rate (+ .10%)
Full Page (10.125 x 16)	96.00 ci	\$2430.72	\$2112.00	\$3456.00/ \$950.00
1/2 Page (Horizontal) (10 x 8)	48.00 ci	\$1215.36	\$1056.00	\$1728.00/ \$475.00
1/2 Page (Vertical) (4.75 x 16)	48.00 ci	\$1215.36	\$1056.00	\$1728.00/ \$475.00
1/4 Page (Horizontal) (6.65 x 6)	24.00 ci	\$607.68	\$528.00	\$864.00/ \$300.00
1/4 Page (Vertical) (4.75 x 8)	24.00 ci	\$607.68	\$528.00	\$864.00/ \$300.00
1/8 Page (5 x 4)	12.00 ci	\$303.84	\$264.00	\$432.00/ \$150.00
Back/Front Cover	96.00 ci	\$3650.00	\$3168.00	\$4415.00 / \$1560.00
Banner (Inside) 10x3	18.00 ci	\$455.76	\$396.00	\$648.00 / \$225.00
Banner (Front/Back Page)	18.00 ci	\$683.64	\$594.00	\$846.00 / 296.00
ScoopUSAMedia.com Website Ad Placement	Available Rates/Based on Ad Specs and placement terms		Email Blast	With Display Ad \$100 Without Display Ad \$150
ScoopUSAMedia.com Local Social Media Blast	Ad Rates, Plus Additional \$50 per social media site...		Inserts	Freestanding \$55 per 1,000

***Reach over 25,000 Readers in Philadelphia, Chester, Collingdale, Darby,
Lansdale, Yeadon, Camden, NJ and Wilmington, Delaware...***