



2X6 PRICE CHANGE

Toward the beginning of the pandemic, the OnePress marketing committee approved adding a 2x6 ad size to the OnePress Ad Network at the same price as a statewide or regional 2x4. This was an incentive for advertisers and member newspapers to sell into the network during a difficult time.

While there is still plenty of uncertainty, two things ARE known: Advertisers like the 2x6 ad size option and member newspapers need to be compensated for running the larger ad size in their publications.

2X2 AND 4X4 REGIONAL OR STATEWIDE AD PRICES

NO PRICE CHANGE

Statewide 2x2 - \$975/week
Statewide 2x4 - \$1,950/week
Central 2x2 - \$325/week
Central 2x4 - \$650/week
Northeast 2x2 - \$325/week
Northeast 2x4 - \$650/week
Southeast 2x2 - \$300/week
Southeast 2x4 - \$600/week
Western 2x2 - \$300/week
Western 2x4 - \$600/week

2X6 REGIONAL OR STATEWIDE AD PRICES

EFFECTIVE FEBRUARY 7, 2022

Statewide 2x6 - \$2,250/week
Central 2x6 - \$800/week
Northeast 2x6 - \$800/week
Southeast 2x6 - \$750/week
Western 2x6 - \$750/week

Frequency discounts for the networks will remain in place:

Buy 2 weeks, get the 3rd week 50% off

* Buy 3 weeks, get the 4th week free*