

COLOR RATES



2014 Retail Color Rates

Color Rings Up More Sales At The Cash Register!

- Readers prefer to see ads in color. Today's reader lives in a four-color world.
- Adding one color to a black-and-white ad produces higher noting scores. 20% higher than black-and-white ads.
- Talk about stopping power. Four-color ROP ads are noted 13% more often than two-color ads and 20% more often than black-and-white ads.
- Color ads do more than capture incremental attention. Color compels people to read ads. One color read most scores are higher than those for black-and-white ads and conversion rates from noting to read most is higher, 62% higher than read most scores in black-and-white ad.
- A full-color ad doesn't just draw the reader's attention - it captures it! A color ad boost in-depth reading 60% more than a black-and-white ad.
- Newspapers offer excellent color reproduction. Your color will not just jump off the page, it will clearly and vividly represent your image.
- Because you can! More newspapers offer color on more pages and sections than ever before.
- Color more closely depicts product offerings. Color influences image and attitude.
- Color is more cost efficient than ever. Color garners results significantly in excess of its incremental cost.
- Color offers a competitive advantage both building your brand and jumping out of the page. Strategically, color pulls the eye from the headline toward the dominant art element.

Put color to work for your ads at our low prices.
The power of color is available and affordable every day!

Source: NAA Ad Elements Study 1999

	Local Rate*
Full Color	\$500

*Net Rates, Noncommissionable