

The Patriot-News



Time for color

That splash of red fills just 1% of this page.

But it dominates your eye and your attention. Color can do that. Adding one color to a black-and-white newspaper ad can also increase sales by 64%.*

Give you any **bright** ideas?

NEW!

Color by the Inch Program

Take Advantage of Color for Effectiveness!

Sunday Full Color Rate was **\$805**

now...

- Color by the Inch** 30pci or less **\$6.40** pci
- Color by the Inch** 30 to 60pci **\$5.30** pci
- Color by the Inch** 60.5pci & up **\$4.80** pci

Daily Full Color Rate was **\$700**

now...

- Color by the Inch** 30pci or less **\$5.55** pci
- Color by the Inch** 30 to 60pci **\$4.75** pci
- Color by the Inch** 60.5pci & up **\$4.15** pci

