level of competition. This is the logic behind most statistical analysis: we compare the display advertising rate price charged across different cities, all with different market sizes. We find that, for full- and half-page display advertisements in free weekly shopper papers, the rate price charged is significantly higher when the paid daily newspaper in that city is owned by the same publisher. In addition, the rate price charged for a full-page display advertisement is significantly lower in markets where a wholly owned paid daily newspaper and free weekly shopper. In other words, the advertising rates even that advertisers pay in large display ads do depend on competitive factors if available, and publishers are aware of this. In cities in which wholly owned free weeklies, wholly owned paid daily and free weeklies, the advertising rate is higher than in cities in which competitive interaction effects because publishers that balance advertisers have little choice but to charge

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