

# Applied Advertisements Rate Card

Effective October 2006

## 1 Panel TAB-ON - 3" x 3" - Figures are based on per thousand

	100,000	200,000	300,000	400,000	500,000
1 color	\$45.00	\$39.00	\$37.00	\$36.00	\$35.00
2 color	\$53.00	\$43.00	\$39.00	\$38.00	\$37.00
3 color	\$61.00	\$47.00	\$43.00	\$41.00	\$39.00
4 color	\$65.00	\$60.00	\$58.00	\$56.00	\$53.00

## 8 Panel Booklet - 3" x 3" (folded size) - Figures are based on per thousand

	100,000	200,000	300,000
4 color process - all 8 panels	\$75.00	\$69.00	\$63.00

## VERSA CARDS - 3.125" x 2" - Figures are based on per thousand

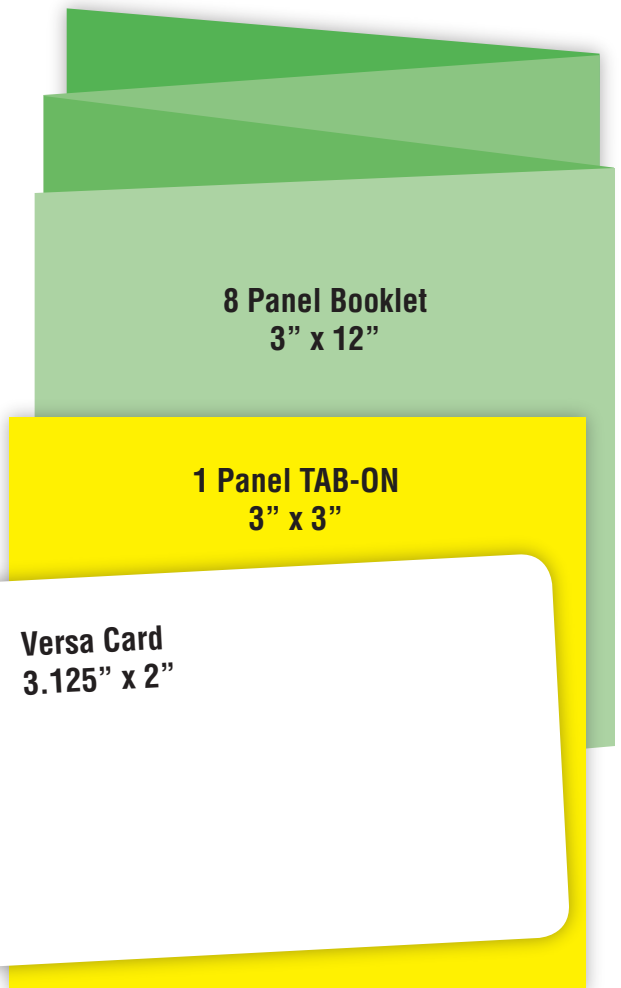
	100,000	200,000	300,000	400,000	500,000
2/1 color	\$77.00	\$63.00	\$59.00	\$58.00	\$57.00

### Sunday Premium - add \$5.00/1000

- **DEADLINES:** Criteria varies depending on the product chosen.
  - (1 Panel TAB-ON, Versa Cards) all art and copy must be in-house a minimum of 14-days prior to application. Proofs must be approved and returned prior to 10-days before application.
  - (8 Panel Booklet) artwork deadline:
    - Artwork due by *December 1* and appears on the newspaper *December 18*
    - Artwork due by *January 9* and appears on the newspaper *January 30*
    - Artwork due by *March 1* and appears on the newspaper *March 20*
- **EXCLUSIVITY:** Tab-Ons from competing accounts cannot run on the same day. Only those accounts that are generally agreed to compete directly with previously scheduled clients will be prohibited.
- **SCHEDULING:** First come first served, other sections available upon request.
- **50% DOWN:** advertiser must pre-pay a deposit equivalent to 50% of the total cost of the Tab-On application before an order will be placed.

### SPECIFICATIONS

- Paper size: 3' x 3" (1 Panel TAB-ON), 3" x 12" (8 Panel Booklet), 3.125" x 2" (Versa Cards).
- Paper colors: Standard yellow or white
- Standard Colors: 10 specific PMS colors: black, red, blue, brown, burgundy, green, purple, teal, cyan, magenta, yellow, black.
- Ads may be printed in 1-4 colors
- Full color (4-color process) ads for the color reproduction of pictures are charged at the 4 color rate.
- Versa Cards are two-sided and have a double message area. Prints on white paper only.



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