

2012 Retail Preprint Rates #51

Preprint Insertion Rates

Preprint rates for the newspaper and its TMC product are based on cost per thousand (cpm). All dollar expenditures apply toward fulfillment of an existing Dollar Volume contract.

To determine cpm rates for preprints that exceed the 64-tabloid page count, calculate the number of pages over 64 and multiply this number by 50 cents, then add the result to the appropriate 64-tabloid rate.

Single-sheet inserts are those measuring up to a maximum of 93.5 square inches (8-1/2" x 11"). All other preprinted inserts (except envelopes) are billed at tabloid-page equivalents by measuring the square inches

per page, as follows:

Flexi page: 36 to 80 inches
 Standard page: 139 + inches
 Tab page: 81-138 inches

To determine a page count for envelope inserts, calculate the square inches of the envelope to identify square inches per page. Count the envelope and the total pieces enclosed to establish the number of "Tabloid pages".

Minimum size for an insert is 4" x 6". Maximum folded delivery size must be no larger than 11-3/8" x 11". Irregular, novelty or product sample inserts must have prior written approval from the Publisher before

acceptance and delivery. Additional preprint mailing beyond the area covered by regular non-subscriber distribution is available.

We accept materials from Advertisers and printers with quantity counts subject to verification at time of insertion. We may verify count by weight, machine recording or other means at our discretion and will apprise the Advertiser of shortages. We accept responsibility for accurate counts only for inserts printed in-house.

Preprint Shipping Instructions

Truck delivery should be made directly to the receiving dock of the newspaper plant at 50 N. Madison Street, Spokane, WA 99201. Receiving service is available from 7 a.m. to 4 p.m.,

Monday through Friday; no weekend or holiday service.

Preprint reservations are due at 5 p.m. on Tuesday prior to insertion for the following week (Tuesday-Sunday). Final deadline for receipt of inserts at the facility is Thursday, one week prior to mid-week insertion and Friday, nine days prior to Sunday insertion. Thanksgiving Day deadline is Tuesday, November 8, two weeks prior to insertion. A late charge may be assessed for late arrival of inserts.

Regular Hours: (509) 459-5095
 After Hours: (509) 459-5002 (Guard Station)

THE SPOKESMAN-REVIEW

spokesman.com

Pre-Print Insertion Cost-Per-Thousand Rates

Number of Pages				Open	\$1,000	\$2,500	\$5,000	\$10,000	\$20,000	\$25,000	\$50,000	\$75,000	\$100,000	\$150,000	\$200,000	\$250,000	\$300,000	\$350,000	\$400,000	\$500,000
Flexi	Standard	Tab																		
		02		\$46.67	\$46.36	\$45.75	\$45.15	\$43.63	\$42.93	\$42.46	\$41.99	\$41.47	\$39.35	\$38.30	\$37.25	\$36.20	\$35.15	\$34.10	\$33.05	\$31.48
08	02	04		\$52.25	\$51.91	\$51.23	\$50.56	\$48.87	\$48.07	\$47.55	\$47.02	\$46.51	\$44.10	\$43.05	\$42.00	\$40.95	\$39.90	\$38.85	\$37.80	\$36.22
12	03	06		\$55.65	\$55.29	\$54.56	\$53.85	\$52.04	\$51.19	\$50.64	\$50.09	\$49.58	\$47.46	\$46.41	\$45.36	\$44.31	\$43.26	\$42.21	\$41.16	\$39.58
16	04	08		\$59.00	\$58.61	\$57.83	\$57.07	\$55.15	\$54.27	\$53.68	\$53.10	\$52.59	\$50.83	\$49.78	\$48.73	\$47.67	\$46.62	\$45.57	\$44.52	\$42.95
20	05	10		\$62.24	\$61.83	\$61.02	\$60.21	\$58.19	\$57.25	\$56.63	\$56.01	\$55.40	\$54.19	\$53.14	\$52.09	\$51.04	\$49.99	\$48.94	\$47.88	\$46.31
24	06	12		\$65.66	\$65.23	\$64.38	\$63.53	\$61.39	\$60.39	\$59.75	\$59.09	\$58.48	\$57.56	\$56.51	\$55.46	\$54.41	\$53.36	\$52.31	\$51.26	\$49.67
28	07	14		\$66.97	\$66.53	\$65.67	\$64.80	\$62.62	\$61.62	\$60.98	\$60.27	\$59.66	\$57.97	\$56.92	\$55.87	\$54.81	\$53.76	\$52.71	\$51.66	\$50.09
32	08	16		\$68.31	\$67.86	\$66.98	\$66.10	\$63.88	\$62.85	\$62.17	\$61.48	\$60.86	\$58.56	\$57.50	\$56.44	\$55.38	\$54.32	\$53.25	\$52.18	\$50.59
36	09	18		\$69.69	\$69.24	\$68.32	\$67.41	\$65.15	\$64.10	\$63.41	\$62.72	\$62.11	\$60.29	\$59.24	\$58.18	\$57.13	\$56.08	\$55.03	\$53.98	\$52.41
40	10	20		\$71.06	\$70.60	\$69.69	\$68.75	\$66.45	\$65.38	\$64.67	\$63.96	\$63.35	\$62.60	\$61.55	\$60.50	\$59.45	\$58.40	\$57.34	\$56.29	\$54.71
44	11	22		\$73.20	\$72.72	\$71.78	\$70.82	\$68.44	\$67.34	\$66.61	\$65.89	\$65.38	\$64.91	\$63.86	\$62.81	\$61.76	\$60.71	\$59.66	\$58.61	\$57.03
48	12	24		\$75.39	\$74.90	\$73.93	\$72.94	\$70.49	\$69.36	\$68.62	\$67.85	\$67.24	\$67.22	\$66.17	\$65.12	\$64.07	\$63.02	\$61.97	\$60.91	\$59.34
52	13	26		\$77.66	\$77.16	\$76.14	\$75.13	\$72.61	\$71.44	\$70.64	\$70.18	\$69.62	\$69.52	\$68.47	\$67.42	\$66.37	\$65.32	\$64.27	\$63.22	\$61.65
56	14	28		\$79.99	\$79.47	\$78.44	\$77.39	\$74.79	\$73.59	\$72.80	\$72.42	\$72.11	\$71.85	\$70.80	\$69.75	\$68.70	\$67.65	\$66.60	\$65.55	\$63.96
60	15	30		\$82.40	\$81.87	\$80.78	\$79.72	\$77.03	\$75.80	\$74.98	\$74.52	\$74.32	\$74.15	\$73.10	\$72.05	\$71.00	\$69.95	\$68.90	\$67.85	\$66.27
64	16	32		\$84.86	\$84.31	\$83.21	\$82.10	\$79.36	\$78.07	\$77.23	\$76.78	\$76.57	\$76.47	\$75.42	\$74.37	\$73.32	\$72.27	\$71.22	\$70.17	\$68.60
68	17	34		\$87.40	\$86.84	\$85.70	\$84.57	\$81.71	\$80.41	\$79.53	\$79.17	\$78.97	\$78.77	\$77.72	\$76.67	\$75.62	\$74.57	\$73.52	\$72.47	\$70.90
72	18	36		\$90.03	\$89.44	\$88.27	\$87.10	\$84.17	\$82.82	\$81.93	\$81.57	\$81.37	\$81.09	\$80.04	\$78.99	\$77.94	\$76.89	\$75.84	\$74.79	\$73.21
76	19	38		\$92.73	\$92.12	\$90.91	\$89.71	\$86.70	\$85.30	\$84.37	\$84.02	\$83.81	\$83.41	\$82.35	\$81.30	\$80.25	\$79.20	\$78.15	\$77.10	\$75.52
80-128	20-32	40-64		\$95.50	\$94.89	\$93.65	\$92.40	\$89.30	\$87.87	\$86.91	\$86.56	\$86.15	\$85.71	\$84.66	\$83.61	\$82.56	\$81.51	\$80.46	\$79.41	\$77.84

Plus \$.50/page after 64