



## Effective January 1, 2010

### Print & Deliver Rates

(All costs are per thousand • Rates are non-commissionable)

#### 8-1/2" x 11" • 60# Offset White Paper

Quantity	1/0	2/0	3/0	4/0	1/1	2/2	4/2	4/4
10,000 - 49,000	\$32.00	\$33.00	\$37.00	\$38.50	\$34.00	\$43.50	\$51.00	\$55.00
50,000 - 149,999	\$31.00	\$32.00	\$35.50	\$36.50	\$33.00	\$40.50	\$48.00	\$53.50
150,000 +	\$28.50	\$30.00	\$33.00	\$34.00	\$31.00	\$38.00	\$46.00	\$51.00

#### 4-1/4" x 11" or 8-1/2" x 5-1/2" • 60# Offset White Paper

Quantity	1/0	2/0	3/0	4/0	1/1	2/2	4/2	4/4
10,000 - 49,000	\$28.50	\$30.00	\$33.00	\$34.00	\$31.00	\$38.00	\$46.00	NA
50,000 - 149,999	\$26.00	\$28.50	\$32.00	\$33.00	\$30.00	\$35.50	\$43.50	NA
150,000 +	\$25.00	\$26.00	\$31.00	\$32.00	\$28.50	\$34.00	\$42.50	NA

#### 11" x 17" • 60# Offset White Paper

Quantity	1/0	2/0	3/0	4/0	1/1	2/2	4/2	4/4
10,000 - 49,000	\$77.00	\$79.00	\$81.50	\$78.00	\$81.50	\$85.50	\$87.50	NA
50,000 - 149,999	\$63.50	\$66.00	\$68.50	\$63.50	\$67.50	\$75.00	\$78.00	\$80.50
150,000 +	\$52.50	\$55.00	\$58.50	\$58.00	\$58.50	\$65.50	\$67.50	\$68.50

- Frequency Discounts:** 6x - \$.50 cpm; 12x - \$1.00cpm; 24x - \$1.50cpm; 50x - \$2.00cpm
- Standard Ink colors:** Black, Magenta, Yellow, Cyan, Reflex Blue, 185 Red, 347 Green
- Standard Paper Colors:** 60# White
- Specialty Ink & Paper:** Available by custom quote
- Postal Reply Cards:** All postal reply cards require 7 pt. card stock to meet postal regulations
- Black Plate Charges:** \$25.00 per plate
- Print Configurations:** 1/0 = one color on one side; 2/0 = two colors on one side; 3/0 = three colors on one side; 4/0 = 4 colors on one side  
1/1 = one color on both sides; 2/2 = two colors on both sides; 4/2 = four colors on the front and two colors on back  
4/4 = four colors on both sides

### General information

- Minimum Print Run:** 10,000 per drop date (some restrictions apply).
- Overruns:** Minimum order of 1,000 overruns at the above rate. (Not to exceed 50% of the total quantity to be distributed)  
Customer is responsible for shipping and/or pick up of copy.
- Sales Copies:** A minimum of 25 copies will be provided with each print run.
- Overprinting:** Large print runs may be ordered and stored for use for 30 days. An additional 5% overrun is required.  
All remaining copies at 30 days will be recycled. (30 days from original print run).
- Payments:** Payments due with order. Advertising with approved credit may be billed if the P&D revenue does not exceed the approved credit limit.
- Cancellations:** The customer will be billed, at the overrun rate, for the charges incurred if a P&D is canceled by the customer after the authorized cancellation date.
- Tag Line:** The Publisher reserves the right to insert the words "Printed by \_\_\_\_\_" below the advertisement.

### Polybag Rates

Quantity	62,500	100,000
Distribution Only	\$60.00	\$50.00
7-1/2" x 21" IC-IS	\$82.50	\$76.75
2C-IS	\$85.00	\$78.50
3C-IS	\$87.25	\$79.75

Deadline is 6 to 8 weeks prior to publication. Call your sales representative for quotes on additional color/sides. All rates quoted are net per thousand.