

# 2012 Preprint Inserts

O B S E R V E R P U B L I S H I N G C O M P A N Y

## 2012 Quantity Discounts

(Per Insertion)	
20,000 or more	\$1.00 cpm
32,000 or more	\$3.00 cpm
48,500 or more	\$5.00 cpm
80,500 or more	\$10.00 cpm

## 2012 Daily Cost Per Thousand Insertion Rates

Size	1x Annually	6x Annually	12x Annually	26x Annually	52x Annually
Sheet	\$52.50	\$48.00	\$46.00	\$45.00	\$44.00
4-Pg Tab	\$54.50	\$50.50	\$48.00	\$47.00	\$46.00
8-Pg Tab	\$66.50	\$62.50	\$59.00	\$57.00	\$56.00
12-Pg Tab	\$68.00	\$64.50	\$61.00	\$59.00	\$58.00
16-Pg Tab	\$70.00	\$66.50	\$63.50	\$61.00	\$60.00
20-Pg Tab	\$74.00	\$70.00	\$66.00	\$64.00	\$62.50
24-Pg Tab	\$75.50	\$71.00	\$68.00	\$64.50	\$63.50
28-Pg Tab	\$76.00	\$73.00	\$68.50	\$65.50	\$64.00
32-Pg Tab	\$77.00	\$73.50	\$70.00	\$66.50	\$65.50

## 2012 Sunday Cost Per Thousand Insertion Rates

Size	1x Annually	6x Annually	12x Annually	26x Annually	52x Annually
Sheet	\$56.50	\$53.00	\$50.00	\$48.00	\$47.00
4-Pg Tab	\$59.00	\$56.00	\$52.00	\$51.50	\$50.00
8-Pg Tab	\$73.00	\$68.00	\$64.00	\$61.50	\$60.00
12-Pg Tab	\$74.50	\$70.00	\$65.50	\$64.00	\$62.50
16-Pg Tab	\$77.00	\$73.00	\$69.00	\$66.00	\$65.00
20-Pg Tab	\$80.00	\$76.00	\$72.00	\$69.50	\$68.50
24-Pg Tab	\$82.00	\$78.00	\$74.50	\$70.50	\$69.50
28-Pg Tab	\$83.00	\$79.00	\$75.00	\$72.00	\$70.50
32-Pg Tab	\$83.50	\$79.50	\$77.00	\$73.50	\$71.50