

2010 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

- Preprint rates are net, unless noted otherwise.
- Sunday preprints may not be zoned.
- For flaps, gate folds and in-between pages, add .25 cents per page per thousand.
- 8 1/2" x 11" or 8 1/2" x 14" regardless of folds are acceptable single sheet sizes.
- Sizes smaller than 46 3/4-square-inches are considered acceptable sub-size (flexi) and billing is at the regular tabloid size. For sub-size billing page total, divide by two. Minimum charge is the four-page tabloid price.
- Sizes 85- to 132-square-inches are considered acceptable tabloid size.
- Sizes more than 132-square-inches or 11" x 12" are acceptable standard pages.
- Minimum quantity for single sheets is 7,500. Minimum quantity for four-page tab or larger is 5,000. Lesser quantities will be charged at minimum quantity rates.
- A two percent overrun is required on zoned inserts for spoils, returns and samples.
- *The Almanac* zoned inserts must be inserted in full zip codes.
- For preprint sizes more than a 32-page tabloid, add \$1.00 cpm per page
- Thanksgiving is charged at Sunday rates and Sunday distribution quantity.
- Charges for disposal of unused inserts is \$50.00 cpm.

- Advertisers who run an ROP display referral announcing their insert may use the insert referral rate. Ads may run seven days prior to, and including, the day the insert publishes. No size restrictions. Applicable \$25,000 dollar volume contract rate applies.

Observer-Reporter

Daily	.33,863
Sunday	.35,745

ABC Circulation as of December 31, 2008

The Almanac

Zone 1	.23,551
Zone 2	.25,754
Zones 1 & 2	.49,305

CAC Circulation as of September 30, 2009

Scheduling and Delivery

Daily *Observer-Reporter* and *The Almanac*

Daily insertions must be scheduled by 5:00 p.m. on Thursday of the preceding week.

Sunday *Observer-Reporter*

Sunday insertions must be scheduled by 3:00 p.m. on Wednesday of the preceding week.

- Changes and cancellations after the deadline may result in additional charges.
- Insertions must arrive at our plant four days prior to the date of insertion.
- Receiving hours are 7:00 a.m. to 3:00 p.m. Monday through Friday.

Observer Publishing Co.
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