

# PREPRINTS NATIONAL

Advertising rates: Card #11, effective January 1, 2008



**Preprinted Insert Rates: Any day, every day, delivered in The Gazette.** Put your “special offers” right where you want to be — in your customer’s hands. It’s not uncommon for Gazette readers to walk your “preprint” straight to their purchase. Eight in ten adults regularly use newspaper preprints to learn what’s happening in their local stores. (NAA 2004) An average insert is kept in the home up to 3 days, while more than a third of adults keep them up to 5 days. (NAA 2004) With good reason: reach is what they value most, and that’s exactly what The Gazette delivers, especially to those households with the highest spendable income. This is a powerful tool and by comparison, Yellow Pages, radio and TV don’t even come close.

All rates on this card are gross and commissionable.

DOLLAR VOLUME	DISCOUNT %	CPM						
		SINGLE SHEET	4-8	12-16	20-24	28-32	36-40	EXTRA 4 PAGES
Open	—	\$75.62	\$83.07	\$106.20	\$113.41	\$122.45	\$126.83	\$3.53
\$5,000	<b>10%</b>	\$68.06	\$74.76	\$95.58	\$102.07	\$110.21	\$114.15	\$3.18
\$10,350	<b>14%</b>	\$65.03	\$71.44	\$91.33	\$97.53	\$105.31	\$109.07	\$3.04
\$14,950	<b>16%</b>	\$63.52	\$69.78	\$89.21	\$95.27	\$102.86	\$106.54	\$2.97
\$25,800	<b>19%</b>	\$61.25	\$67.28	\$86.02	\$91.86	\$99.19	\$102.73	\$2.86
\$37,150	<b>21%</b>	\$59.74	\$65.62	\$83.90	\$89.60	\$96.74	\$100.20	\$2.79
\$53,500	<b>23%</b>	\$58.23	\$63.96	\$81.77	\$87.33	\$94.29	\$97.66	\$2.72
\$77,000	<b>25%</b>	\$56.72	\$62.30	\$79.65	\$85.06	\$91.84	\$95.12	\$2.65
\$110,900	<b>27%</b>	\$55.20	\$60.64	\$77.53	\$82.79	\$89.39	\$92.59	\$2.58

Full run indicates home delivery and racks. Any advertiser buying 100% of The Gazette’s full run distribution receives these rates. Any advertiser buying less than 100% of The Gazette’s distribution will pay an additional \$2.00 cpm. There is no rate differential between insert rates for daily and Sunday distribution. Minimum charge: 10,000 pieces Monday to Saturday; 25,000 pieces Sunday. For conversion, 1 standard page = 2 tab pages. Minimum size: 5.75” x 8” Maximum size: 11.5” x 11.25”

**Comics Advertising:**  
**Colorado Springs reads the comics.** Gatefolds, Spadeas, Tabs and Strip Ads. 45% of Sunday Gazette readers are frequent Sunday comics readers. (MORI EDITORIAL, 2005)



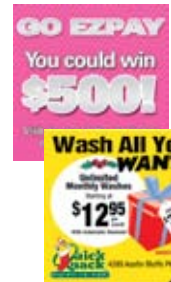
FREQUENCY	CPM	
	GATEFOLDS	SPADEAS & TABS
1x	\$35.88	\$51.43
6-12x	\$34.68	\$49.04
13-25x	\$32.29	\$46.64
26-51x	\$29.90	\$44.25
52x	\$25.12	\$39.47

All comics products are available on a first come basis. Deadline is four weeks prior to publication. All spending counts toward contract fulfillment. Dollar Volume Discounts do not apply to any comics advertising. Four standard spadea pricing available upon request. Comics spadeas, gatefolds and tabs are billed CPM (net and cost per thousand), plus transportation charges, at the full quantity required to be printed. CPM charge is based on receiving camera-ready materials. Additional charges at \$40/hour apply for any production or correction work.

## Section Front Billboard Ads: Front page advertising that sells!

Those wonderful, little sticky notes can be amazing memory helpers. Now you can apply a sticky note coupon, special offer, sales event, holiday promotion right on the front page of The Gazette. An advertiser looking to get a greater return on their dollar, a sticky note on the front page of The Gazette is an effective way to do just that.

See account executive for details.



## Preprinted Polybag Rates:

DISTRIBUTION	CPM ANY DAY
Less than 100%	\$67.55
100%	\$60.96



Rates are CPM based and minimum quantity of 10,000. Distribution figures, as to what constitutes 100% coverage based on the most recent distribution numbers. Dollar Volume Discounts may be used with polybag delivery rates only. We can arrange for printing and delivery of polybags with The Gazette and other publications. Contact your account executive for details and pricing. Deadline is four weeks prior to publication. Bags must be delivered on headers or wickets. Size: 7 1/2” x 23” Mon-Sat, 9 1/2” x 23” Sunday.