

LOCAL PREPRINT INSERT RATES

(Cost per thousand circulation)

Subscriber Insert Program: Rates for preprinted inserts to newspaper subscribers and single copy readers are based upon the number of pages in the insert and the quantity to be distributed. Counts are given in tab pages and their full-size equivalent (e.g. a 12-page tab is the same as a 6-page full-size section.) Any insertions or attachments to preprints are converted to tab pages and billed as such.

All rates are net, non-commissionable based on cost per thousand circulations. Minimum quantity 8,000.

Daily Page Count	Over 350M	300-349M	200-299M	100-199M	less than 100M
2 tab/single sheet	\$42.08	\$43.53	\$47.93	\$48.44	\$50.00
4 tab/2 full	\$47.71	\$48.71	\$54.14	\$60.35	\$62.16
8 tab/4 full	\$53.86	\$55.43	\$59.32	\$62.16	\$63.71
12 tab/6 full	\$54.63	\$55.95	\$59.83	\$67.08	\$69.15
16 tab/8 full	\$55.40	\$56.99	\$62.42	\$68.89	\$69.93
20-28 tab	\$57.71	\$59.84	\$64.75	\$70.96	\$72.51
32-40 tab	\$57.96	\$60.10	\$65.26	\$71.47	\$72.78
44-56 tab	\$59.76	\$61.13	\$66.56	\$72.78	\$74.85

For every four-tabloid page above 56, add \$1.50 per thousand.

Sunday Page Count	Over 280M	200-279M	100-199M	less than 100M
2 tab/single sheet	\$43.56	\$47.98	\$56.77	\$60.66
4 tab/2 full	\$49.97	\$55.48	\$67.38	\$68.68
8 tab/4 full	\$56.12	\$63.51	\$73.60	\$75.41
12 tab/6 full	\$63.04	\$69.72	\$81.62	\$83.17
16 tab/8 full	\$63.81	\$71.53	\$82.40	\$84.47
20-28 tab	\$67.39	\$74.64	\$86.02	\$88.09
32-40 tab	\$67.65	\$75.15	\$87.57	\$88.61
44-56 tab	\$69.44	\$76.71	\$88.87	\$91.45

For every four-tabloid page above 56, add \$1.50 per thousand.

Discount Programs for Preprinted Inserts:

Frequency Discounts: Save up to 20% when you run inserts on a regular basis. A special agreement is required. This discount applies only to inserts distributed under the Subscriber Insert Program within the contract year.

Number of insertions	13-25	26-38	39-51	52+
Discount	5%	10%	15%	20%

Custom Insert Programs

The Courier-Journal offers three special programs that include the custom design, production, printing, and insertion of your insert. Ask your Account Executive about Print Express, Franchise Express and the Flier Program.

Preprint Requirements

Minimum Size: 5" x 7.5"

Maximum Size: 10.5 x 12

Thickness: minimum .005

Please Note: Inserts outside of specifications can affect the accuracy of mechanical insertion

STREET ADDRESS
525 West Broadway
Louisville, KY 40202

MAILING ADDRESS
P.O. Box 740031
Louisville, KY 40201-7431

MAIN LINE
502.582.4011

RETAIL ADVERTISING
502.582.4711

ADVERTISING FAX
502.582.7111

ONLINE ADDRESS
courier-journal.com



Sunday rates apply for all advertising that runs on the following bonus days:
1/1/11, 5/5-7/11, 5/30/11, 7/4/11, 9/5/11, 11/24-25/11, 12/24/11.

TMC is available on Wednesday and Sunday and will be charged the appropriate earned rates.