

PRESS-REGISTER/ THE BALDWIN REGISTER

Rates effective March 1, 2008 through February 28, 2009.
401 N. Water Street • Mobile, AL 36602

SubscriberPlus Product Rates

SubscriberPlus Jacket

SubscriberPlus Jacket is a total-market-coverage product that reaches virtually 100% of the households in Mobile and Baldwin County, and outlying areas. We're talking bold, full-color exposure for your products and services to a market of over 240,000 households with plenty of spendable income.

With the addition of color to an ad, sales increase 42%. And when you purchase an ad on the SubscriberPlus Jacket, color is included in the cost.

JACKET POSITION/AD SIZE	1-11 ISSUES			12-25 ISSUES			26+ ISSUES		
	MOBILE	BALDWIN	COMBINED	MOBILE	BALDWIN	COMBINED	MOBILE	BALDWIN	COMBINED
Front Cover (Full Color)									
Full Page	\$4660	\$1768	\$6207	\$4162	\$1578	\$5396	\$3743	\$1423	\$4823
Half Page	\$2496	\$948	\$3215	\$2297	\$872	\$3071	\$2037	\$774	\$2611
Quarter Page	\$1538	\$585	\$2009	\$1377	\$517	\$1780	\$1205	\$459	\$1550
Back Cover (Full Color)									
Full Page	\$3502	\$1322	\$4536	\$3158	\$1205	\$4076	\$2785	\$1062	\$3472
Half Page	\$1918	\$723	\$2467	\$1751	\$660	\$2267	\$1538	\$585	\$1981
Quarter Page	\$1164	\$443	\$1521	\$1039	\$402	\$1347	\$918	\$345	\$1178
Inside (Spot Color)									
Double Truck	\$4494	\$1705	\$5883	\$4035	\$1527	\$5224	\$3581	\$1355	\$4592
Full Page	\$2785	\$1062	\$3616	\$2496	\$948	\$3215	\$2250	\$850	\$2899
Half Page	\$1538	\$585	\$2009	\$1377	\$517	\$1780	\$1205	\$459	\$1550
Quarter Page	\$832	\$315	\$1069	\$747	\$288	\$965	\$665	\$253	\$862

AD SIZES: FULL PAGE 11.61" WIDE x 19" DEEP;
FRONT PAGE 11.61" WIDE X 19" DEEP;
HALF PAGE 11.61" WIDE x 10" DEEP
QUARTER PAGE 5.71" WIDE x 10" DEEP, DOUBLE TRUCK 23.67" WIDE x 20.5" DEEP

Pick up Rates

An advertiser can pick up a full run ROP ad to run on the TMC jacket or coupon and receive a 50% discount. If an advertiser currently has a contract to run on the jacket or coupon, the cost will be their contract rate, less 50%. If not, the cost will be 50% off the open TMC jacket rates.

SubscriberPlus Contract

Firm Name _____ Date _____

Address _____ Phone _____

Commitment of _____ Jackets Cards for 12-Month Period Starting _____

Signed by _____ Title _____

Advertising Representative _____ Advertising Manager _____

Account # _____

PRESS-REGISTER Preprint Rates for Home Delivery & Single Copy

SIZE	Daily Rate	Sunday	Flexie	Open Rate	SIZE	Daily Rate	Sunday	Flexie	Open Rate
Card stock inserts & single sheets.....	24.00	25.00	23.88	41.00	38 Tabloid pages.....	72.28	75.17	65.93	86.32
4 Tabloid pages or 2 Standard.....	29.88	31.03	26.08	46.00	40 Tabloid pages or 20 Standard.....	74.36	77.33	67.82	86.32
6 Tabloid pages.....	33.99	35.31	31.09	46.00	42 Tabloid pages.....	76.18	79.23	69.48	86.32
8 Tabloid pages or 4 Standard.....	39.48	41.02	36.10	67.60	44 Tabloid pages or 22 Standard.....	78.00	81.12	71.14	99.84
10 Tabloid page.....	40.56	42.19	37.00	67.60	46 Tabloid pages.....	80.08	83.29	73.04	99.84
12 Tabloid pages or 6 Standard.....	42.64	44.35	38.89	67.60	48 Tabloid pages or 24 Standard.....	82.16	85.45	74.94	99.84
14 Tabloid pages.....	43.68	45.43	39.84	67.60	50 Tabloid pages.....	84.24	87.61	76.84	99.84
16 Tabloid pages or 8 Standard.....	44.72	46.51	40.79	67.60	52 Tabloid pages or 26 Standard.....	86.32	89.77	78.73	99.84
18 Tabloid pages.....	47.06	48.95	42.93	67.60	54 Tabloid pages.....	88.40	91.94	80.63	99.84
20 Tabloid pages or 10 Standard.....	49.40	51.38	45.06	73.84	56 Tabloid pages or 28 Standard.....	90.48	94.10	82.53	110.24
22 Tabloid pages.....	52.26	54.35	47.67	73.84	58 Tabloid pages.....	92.56	96.27	84.43	110.24
24 Tabloid pages or 12 Standard.....	55.12	57.32	50.27	73.84	60 Tabloid pages or 30 Standard.....	94.64	98.43	86.32	110.24
26 Tabloid pages.....	58.24	60.57	53.12	73.84	62 Tabloid pages.....	96.82	100.70	88.31	110.24
28 Tabloid pages or 14 Standard.....	61.36	63.81	55.96	73.84	64 Tabloid pages or 32 Standard.....	98.99	102.96	90.29	121.72
30 Tabloid pages.....	63.44	65.98	57.86	73.84	66 Tabloid pages.....	101.27	105.33	92.37	121.72
32 Tabloid pages or 16 Standard.....	65.52	68.14	59.76	86.32	68 Tabloid pages or 34 Standard.....	103.54	107.69	94.44	121.72
34 Tabloid pages.....	67.86	70.58	61.90	86.32	70 Tabloid pages.....	105.93	110.17	96.61	121.72
36 Tabloid pages or 18 Standard.....	70.20	73.01	64.03	86.32	72 Tabloid pages or 36 Standard.....	108.31	112.65	98.78	134.40

- Brokered space preprints not accepted.
- Non standard, irregular shaped and sized material must be submitted in advance of deadline for ruling on acceptability and pricing.
- Minimum insertion 10,000.
- Final deadline for delivery: 10 days in advance of insertion date.
- Preprints smaller than tabloid size upon pre-approval may be priced separately.
- Advertisers that contract to run 52 consecutive 100,000 + circulation Sunday preprints can receive an additional 25% off earned in-paper distribution rates.
- Political oriented material must be pre-approved and must have proper paid political line.
- Provide an additional 2 to 5% for possible spoilage.
- 70# paper or heavier recommended for single sheet inserts.
- Flexie inserts (8 1/4" x 10 1/2" or smaller) receive base contract discounts only.
- All zips and clusters include Home Delivery and Single Copy. Single Copy may be excluded only when (TMC) Subscriber Plus is part of preprint order.

Bulk users of preprint advertising contracting for the following increments of a 12 month period will be allowed additional discounts of:

No. of Preprints	Discount Base Rate
2-5.....	2%
6-25.....	5%
26-50.....	7%
51-75.....	9%
76-95.....	13%
96-114.....	15%
115 or more.....	

Subscriber Plus Distribution Rates (TMC 3rd class mail delivery)

SIZE/WEIGHT	COST PER THOUSAND
Single Sheet (8-1/2" x 11") up to .30 oz.	\$24.00
4-page Tabloid/ 2-page Standard, up to .40 oz.	\$29.88
8-page Tabloid/ 4-page Standard, up to .70 oz.	\$35.54
12-page Tabloid/ 6-page Standard, up to 1.1 oz.	\$55.98
16-page Tabloid/ 8-page Standard, up to 1.4 oz.	\$69.01
20-page Tabloid/10-page Standard, up to 1.7 oz.	\$86.52
24-page Tabloid/12-page Standard, up to 2.1 oz.	\$106.86
28-page Tabloid/14-page Standard, up to 2.4 oz.	\$122.06
32-page Tabloid/16-page Standard, up to 2.7 oz.	\$137.51
36-page Tabloid/18-page Standard, up to 3.1 oz.	\$157.78
40-page Tabloid/20-page Standard, up to 3.4 oz.	\$173.04

To qualify for TMC rates, preprinted inserts must run in the Subscriber Plus direct mail package delivered in the newspaper to subscribers and mailed to our non-subscribers. Prices are based on size and weight in ounces. Overweight pieces will be charged in the appropriate weight bracket. Any insert weighing more than 3.4 ounces must be quoted separately. All weights will be verified by the Press-Register.

Contract Rates

- 6-25 PREPRINTS PER YEAR = 2 % DISCOUNT
- 26-50 PREPRINTS PER YEAR = 5 % DISCOUNT
- 51+ PREPRINTS PER YEAR = 7 % DISCOUNT

Quantity Distribution Discounts

- 225,000+, 52 week commitment **ADDITIONAL 25% DISCOUNT**
- 160,000 - 224,000, 52 week commitment **ADDITIONAL 20% DISCOUNT**
- Complete TMC distribution **ADDITIONAL 10% DISCOUNT**
- Complete Mobile County distribution **ADDITIONAL 5% DISCOUNT**
- Complete Baldwin County distribution **ADDITIONAL 5% DISCOUNT**

(Multiple discounts do not apply. Discounts do not apply to in-paper inserts.)

Preprint/TMC Contract

Firm Name _____ Date _____

Address _____ Phone _____

Commitment of _____ Insertions for 12-Month Period Starting _____

Signed by _____ Title _____

Advertising Representative _____ Advertising Manager _____

Account # _____ TMC Quantity/Weekly _____