

# PRESS-REGISTER/ THE BALDWIN REGISTER

Rates effective January 1, 2009 through December 31, 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	\$4753	\$1803	\$6331	\$4245	\$1610	\$5504	\$3818	\$1451	\$4919
Half Page	\$2546	\$967	\$3279	\$2343	\$889	\$3132	\$2078	\$789	\$2663
Quarter Page	\$1569	\$597	\$2049	\$1405	\$527	\$1816	\$1229	\$468	\$1581
Back Cover (Full Color)									
Full Page	\$3572	\$1348	\$4627	\$3221	\$1229	\$4158	\$2841	\$1083	\$3541
Half Page	\$1956	\$737	\$2516	\$1786	\$673	\$2312	\$1569	\$597	\$2021
Quarter Page	\$1187	\$452	\$1551	\$1060	\$410	\$1374	\$936	\$352	\$1202
Inside (Spot Color)									
Double Truck	\$4584	\$1739	\$6001	\$4116	\$1558	\$5328	\$3653	\$1382	\$4684
Full Page	\$2841	\$1083	\$3688	\$2546	\$967	\$3279	\$2295	\$867	\$2957
Half Page	\$1569	\$597	\$2049	\$1405	\$527	\$1816	\$1229	\$468	\$1581
Quarter Page	\$849	\$321	\$1090	\$762	\$294	\$984	\$678	\$258	\$879

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 1/2" 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 \_\_\_\_\_