

## I. SUNDAY COLOR COMICS

### A. Modular Rates

Full page/ Gatefold	Open Rate	6x	13x	26x	52x
Gatefold	\$14,371.72	\$11,649.91	\$10,488.82	\$9,446.17	\$7,487.81

Spadea Wrap	Open Rate	6x	13x	26x	52x
Spadea	\$26,125.26	\$21,164.85	\$19,063.64	\$17,167.50	\$13,600.86

### B. Co-Op (CAP) Rates - Modular rates for ads on color pages

Size	Dimensions	Rate
Full Page	12" x 20"	\$20,479.99
3/5 Page	12" x 11.75"	\$12,903.98
1/2 Page	12" x 10"	\$10,374.32
3/8 Page	12" x 7.75"	\$8,108.31
1/3 Page	12" x 5.75"	\$7,237.23
1/4 Page	12" x 3.875"	\$5,637.08
1/6 Page	12" x 2.5"	\$3,755.27

## II. PRESS-FED COMIC INSERTS

	Open	6x	13x	26x	52x
2 page std.	\$26,632.57	\$21,575.82	\$19,433.77	\$17,500.82	\$13,864.94
4 page std.	\$45,652.64	\$34,426.19	\$32,591.84	\$29,953.46	\$25,461.08
6 page std.	\$62,231.35	\$52,178.75	\$44,405.81	\$40,867.16	\$34,736.36
8 page std.	\$77,049.84	\$67,463.24	\$54,997.27	\$50,547.58	\$42,965.53
10 page std.	\$91,251.62	\$79,592.15	\$67,736.87	\$62,256.86	\$52,920.79

## IV. SPECIAL PRODUCTS

### A. Polybag - rates based on cost per thousand (minimum 100,000)

- Daily Print & Distribution Rates (Plate charge: \$275 per color of ink, per side; color proof charge: \$50)

1 color/ 1 side	1 color/ 2 side	2 color/ 1 side	3 color/ 1 side	4 color/ 1 side	2 color/ 2 side
\$54.81	\$57.91	\$58.38	\$60.22	\$62.37	\$62.37

- Sunday Print & Distribution Rates (Plate charge: \$325 per color of ink, per side; color proof charge: \$50)

1 color/ 1 side	1 color/ 2 side	2 color/ 1 side	3 color/ 1 side	4 color/ 1 side	2 color/ 2 side
\$72.50	\$78.07	\$78.07	\$80.43	\$94.19	\$94.19

- Distribution Only Rates - rates based on cost per thousand (minimum 25,000 daily; 50,000 Sunday)

	Daily	Sunday
Distribution Only Rate	\$30.71	\$36.38

### B. Post-It Notes

- Print & Distribute Rates - Add \$1.00 per thousand for reverse type of 25% or more of imprint area (minimum 25,000 daily; 50,000 Sunday).

#### a. Option #1 - one-color imprint on standard paper

	25M	50M	100M	170M	250M
Open	\$87.36	\$81.95	\$76.76	\$74.03	\$71.66
4x - 7x	\$84.47	\$79.17	\$74.45	\$71.66	\$69.14
8x - 11x	\$80.90	\$75.71	\$71.14	\$69.14	\$66.78
8x - 12x +	\$76.76	\$71.66	\$66.47	\$65.15	\$62.42

#### b. Option #2 - two-color imprint on standard paper

	25M	50M	100M	170M	250M
Open Rate	\$97.34	\$92.45	\$81.95	\$79.28	\$73.87
4x - 7x	\$94.08	\$88.36	\$79.17	\$75.08	\$71.14
8x - 11x	\$89.62	\$84.05	\$75.71	\$72.08	\$68.57
8x - 12x +	\$85.10	\$79.75	\$71.66	\$67.73	\$63.68

#### c. Option #3 - one-color imprint on neon paper

	25M	50M	100M	170M	250M
Open Rate	\$93.82	\$87.68	\$81.01	\$78.59	\$76.34
4x - 7x	\$90.67	\$84.89	\$78.49	\$75.97	\$73.76
8x - 11x	\$86.36	\$80.90	\$75.18	\$72.71	\$71.14
12x +	\$82.16	\$76.86	\$70.46	\$67.73	\$65.15

### 2. Post-It Distribution Only

	Daily	Sunday
Distribution Only Rate	\$51.35	\$56.81

## V. MID-WEEK PREPRINT JACKETS

### A. Sunday Jackets

1. Front and Back Pages in full color
2. Minimum Print Order: one million
3. Frequency: One Flight equals Three Distribution Dates

	1 Flight (3x)	2 Flight (6x)	4 Flight (12x)
CPM	\$30.00	\$28.17	\$26.27
Total per Flight	\$30,000	\$28,170	\$26,270
Total per Sunday	\$10,000	\$9,390	\$8,757

### B. Thursday Jackets

1. Front and Back Pages in full color
2. Minimum Print Order: 500,000 (Home Delivery: 175,000, TMC: 325,000)

	Open	13x	26x
Thursday	\$32.00	\$29.00	\$27.00
Both Sides	\$16,000	\$14,500	\$13,500
Thursday	\$22.00	\$20.00	\$19.00
Front-Only	\$11,200	\$10,150	\$9,450
Thursday	\$11.00	\$10.00	\$9.00
Back-Only	\$5,600	\$5,075	\$4,725

### C. Wednesday or Friday Jackets

1. Front and Back Pages in full color
2. Minimum Print Order: 175,000

	Open	13x	26x
Wed/Fri	\$49.51	\$47.14	\$42.86
Both Sides	\$8,665	\$8,250	\$7,500
Wed/Fri	\$36.30	\$34.57	\$31.43
Front-Only	\$6,353	\$6,050	\$5,500
Wed/Fri	\$13.43	\$12.57	\$11.43
Back-Only	\$2,350	\$2,200	\$2,000

Note: Accounts that buy both sides will take priority over accounts that buy only one side