

THE PATRIOT-NEWS 2011 RATE GUIDE

FREE STANDING INSERTS

The Patriot-News offers full circulation or targeted distribution of an advertiser's free standing insert. We offer zip-code pure distribution, both daily and Sunday. The Patriot Plus, our TMC product, is carrier-delivered Thursday/Friday to non-subscribers. The Patriot-News covers Central Pennsylvania including the Capitol region of Dauphin, Cumberland and Perry Counties.

The rates below apply to The Patriot-News and The Patriot Plus (non-subscriber) editions. Rates are based on cost-per-thousand (cpm) and are non-commissionable. For information on Frequency Contracts please see reverse side.

FULL RUN

- Includes full distribution area

ZONED

- Any distribution less than full run

Contact your sales representative for current quantity

See reverse side for minimum requirements

ANNUAL FREQUENCY RATES (CPM)

	1 to 10		11 to 20		21 to 35		36 to 44		45 to 56	
	DAILY	SUNDAY	DAILY	SUNDAY	DAILY	SUNDAY	DAILY	SUNDAY	DAILY	SUNDAY
2 Page card										
Full Run	33.65	34.49	29.71	30.45	25.11	25.74	23.04	23.62	22.48	23.04
Zoned	39.47	40.46	34.63	35.50	29.64	30.38	27.27	27.95	25.78	26.42
4 Page Tab										
Full Run	41.03	42.06	38.09	39.04	33.79	34.63	30.35	31.11	30.06	30.81
Zoned	47.95	49.15	44.26	45.37	39.36	40.34	35.52	36.41	34.19	35.04
6 Page Tab										
Full Run	51.17	52.45	47.42	48.61	43.82	44.92	41.07	42.10	39.21	40.19
Zoned	59.87	61.37	55.19	56.57	50.97	52.24	47.87	49.07	44.43	45.54
8 Page Tab – 4 Page Standard										
Full Run	60.37	61.88	56.28	57.69	53.47	54.81	51.52	52.81	47.94	49.14
Zoned	68.35	70.06	63.49	65.08	60.32	61.83	58.17	59.62	53.38	54.71
10 Page Tab										
Full Run	62.70	64.27	58.58	60.04	55.59	56.98	53.43	54.77	49.77	51.01
Zoned	71.52	73.31	66.33	67.99	62.96	64.53	60.34	61.85	55.42	56.81
12 Page Tab – 6 Page Standard – 16/24 Page Mini Tab										
Full Run	64.53	66.14	60.15	61.65	57.24	58.67	54.95	56.32	51.23	52.51
Zoned	73.62	75.46	67.97	69.67	64.77	66.39	61.98	63.53	56.98	58.40
14 Page Tab – 28 Page Mini Tab										
Full Run	65.58	67.22	61.24	62.77	58.20	59.66	55.80	57.20	52.07	53.37
Zoned	76.17	78.07	70.27	72.03	66.84	68.51	63.87	65.47	57.86	59.31
16 Page Tab – 8 Page Standard – 32 Page Mini Tab										
Full Run	66.80	68.47	62.34	63.90	59.26	60.74	56.96	58.38	53.06	54.39
Zoned	77.55	79.49	71.51	73.30	68.00	69.70	65.09	66.72	59.90	61.40
20 Page Tab – 10 Page Standard – 40 Page Mini Tab										
Full Run	68.96	70.68	64.52	66.13	61.26	62.79	58.80	60.27	54.84	56.21
Zoned	80.11	82.11	73.97	75.82	70.17	71.92	67.20	68.88	61.79	63.33
24 Page Tab – 12 Page Standard – 48 Page Mini Tab										
Full Run	71.39	73.17	66.65	68.32	63.28	64.86	60.86	62.38	56.72	58.14
Zoned	82.88	84.95	76.27	78.18	72.46	74.27	69.41	71.15	63.83	65.43
28 Page Tab – 14 Page Standard – 56 Page Mini Tab										
Full Run	73.73	75.57	68.85	70.57	65.25	66.88	62.77	64.34	58.50	59.96
Zoned	85.53	87.67	78.90	80.87	74.80	76.67	71.64	73.43	65.92	67.57
32 Page Tab – 16 Page Standard – 64 Page Mini Tab										
Full Run	76.00	77.90	70.93	72.70	67.37	69.05	64.71	66.33	60.37	61.88
Zoned	88.09	90.29	81.13	83.16	77.13	79.06	73.75	75.59	67.85	69.55
36 Page Tab – 18 Page Standard – 72 Page Mini Tab										
Full Run	78.28	80.24	73.11	74.94	69.28	71.01	66.77	68.44	62.16	63.71
Zoned	90.63	92.90	83.53	85.62	79.20	81.18	76.07	77.97	69.84	71.59

Quantities are subject to revision. Other sizes are available upon request. Higher Frequency levels are available. Rates are US dollar cost-per-thousand (cpm).

The Patriot-News

www.patriot-news.com

SHIPPING ADDRESS

The Patriot-News Satellite Production Facility
1900 Patriot Drive
Mechanicsburg, PA 17050

RECEIVING HOURS: 8:00 am to 4:30 pm Monday through Friday

CONTACT: For emergencies, problems or questions 7:30 am to 6:00 pm call (717) 728-2703 or (717) 257-4742.

DEADLINES

RESERVATIONS

Daily: 7 calendar days prior to insertion

Sunday: 14 calendar days prior to insertion

Patriot Plus: 9 calendar days prior to insertion

DELIVERY

Daily: 3 business days prior to insertion

Sunday: 9 calendar days prior to insertion

Patriot Plus: 7 calendar days prior to insertion

2011 BONUS DAY SCHEDULE (SPECIAL QUANTITIES)

Information available from Sales Representative

Thursday November 24th (Thanksgiving Day)

SIZES (BILLING)

Standard: Counted times two for tab conversion. More than 190 square inches overall size per page.

Tabloid: 95 square inches through 190 square inches in overall size per page.

Mini-tab: Less than 95 square inches in overall size per page. Mini-tab will be billed at a minimum of 12 pages. If the page count falls below 12 pages it will be billed at the actual number of pages. If the page count is above 12 pages it will be billed at half the actual number of pages, but will not be billed at less than 12 pages.

SIZE OF INSERTS (PRODUCTION)

Minimum size: 6 inches x 5 inches
6 inches across the folded edge, 5 inches front to back

Maximum size: 11.5 inches x 11 inches
11.5 inches across the folded edge, 11 inches front to back

Thickness: Must be .005 or greater, measured by a micrometer.

FREQUENCY CONTRACTS

Contract must be signed for Frequency Rate Billing.

Non-contract inserts are billed at the 1 to 10 rate. Any page size falling between the page sizes will be billed at the next highest page rate.

REBATE/SHORT RATE

Advertisers who have a Frequency Contract and achieve a higher level during the contract period may upgrade to the higher level for the remainder of the contract term.

Advertisers who do not achieve Contract Frequency levels during the contract period will be re-billed for the difference at the appropriate level performed.

BILLING CHARGES AND DISCOUNTS

FSI Dollars will count toward ROP Dollar volume commitment.

A second insert discount of 35% off of the smaller piece is available for the second FSI scheduled on the same day. The second piece must be zoned for the same distribution as the first to qualify.

THE FSI CHARGE IS \$675 OR LESS DEPENDING ON CONTRACT FREQUENCY

We do not accept multi-advertiser inserts from unauthorized outside agents.

The Patriot-News Company will not be responsible for an incomplete production run or inserts arriving without a bill of lading/delivery receipt. Any insert which size or weight or overall condition interferes with the time and delivery of the newspaper will not be inserted. Any costs incurred by The Patriot-News related to jogging or straightening or other preparation for insertion into the newspaper will be passed along to the advertiser.

For additional information on shipping and preparation of inserts, please see the Packaging and Shipping Guide at www.patriot-news.com/advertisers/fsi.php or call Chris Arnold, FSI Administrator at (717) 257-4742 or your Patriot-News Sales Representative.