

PRIME ADVERTISING

Standard Ad Sizes

Size		Add Four Color	Add Spot Color
Full page	\$1,150	\$150	\$75
3/4 page	\$925	\$150	\$75
4x8	\$790	\$125	\$65
Half page	\$630	\$100	\$50
3x8	\$630	\$100	\$50
3x6	\$505	\$80	\$40
2x8, 4x4	\$420	\$80	\$40
1/4 pg, 3x4	\$335	\$60	\$30
2x4	\$210	\$50	\$25
1/8 pg (1x6)	\$190	\$50	\$25
2x2, 1x4	\$125	\$50	\$25

Mechanical Requirements

Full Page10.194" x 13"	3x47.597" x 4"
3/4 Page7.597" x 13"	4x8 ^{5/8}10.194" x 8.625"
Half Page (Hor.) 10.194" x 6.375"	2x8 ^{5/8}5" x 8.625"
Half Page (Vert)5" x 13"	4x410.194" x 4"
3x8 ^{5/8}7.597" x 8.625"	2x25" x 2"
3/8 Page (3x6) 7.597" x 6.375"	1x42.403" x 4"
1/4 Page5" x 6.375"	Back Cover10.194" x 13"
1/8 Page2.403" x 6.375"	Ins. Frt Cover10.194" x 13"
2x45" x 4"	Ins. Bk Cover10.194" x 13"
	Ins. Bk Cover10.194" x 13"

Premium Positions

(*Includes 4-color, **Includes 1 spot color)

Back Cover	\$1450*
Inside Ft Cover	\$1300*
Inside Bk Cover	\$1300*
Pg. 3 (1/2 Hor.)	\$720**
Centerspread	\$1850*

Discount Plan

Number of Ads	Discount	PRIME advertisers are eligible to receive discounts, based on the number of ads placed
3-5	10%	
6-11	15%	
12+	20%	

Insert Rates

PREPRINTS and INSERTS (single sheets to multi-page tabs) can be delivered with PRIME.

- A minimum of 3,000 inserts is required
- Inserts are not agency commissionable

RATE FOR DELIVERY

\$49 per thousand; inserts weighing up to 1 oz.

DELIVERY INFORMATION

- Circulars must be 1/4 folded and either bundled or boxed in hundreds or a \$4 per 1,000 charge will be added.
- Circulars scheduled for delivery, must be at our printer one week prior to deadline date.

Credit & Payment Policy

- All advertisers must prepay for first 3 ads.
- Monthly statements are sent the week of publication, payable upon receipt, discounted net 25 days. Charges not paid within 25 days are considered past due.
- A finance charge will be applied to all past due balances (1.5 percent monthly, 18 percent annually).
- Advertisers with past due balances will be suspended from any additional runs until accounts are current.
- Overdue accounts sent to collections are responsible for any attorney's and/or collection fees.

Agency Commissions

Advertising Agency Ads

- Advertising Agencies are paid 15% commission on 1x rate only. It is standard trade practice that display ads from the agency come in prepared ready for press.
- Only one discount at a time is available and discounts are not retroactive.

Online Application

A fee of \$3 will be charged for display ad placement on *PRIMEontheWeb.com*.

Effective: February 1, 2010