



# FORT WAYNE NEWSPAPERS

260-461-8243 • 800-444-3303, EXT. 8243 • www.FortWayne.com

Effective January 1, 2012

## NATIONAL PREPRINT RATES

Preprint size	Sunday package/ Holiday FC**	Cost per thousand (CPM) for Sunday/Holiday FC* Zoned Distribution	
		Over 20,000	Under 20,000
Less than 4 tab pages	65.00	71.50	81.25
4 pages	73.00	80.30	91.25
6 pages	79.00	86.90	98.75
8 pages	86.00	94.60	107.50
10 pages	89.00	97.90	111.25
12 pages	94.00	103.40	117.50
14 pages	99.00	108.90	123.75
16 pages	102.00	112.20	127.50
18 pages	105.00	115.50	131.25
20 pages	107.00	117.70	133.75
22 pages	109.00	119.90	136.25
24 pages	110.00	121.00	137.50
26 pages	113.00	124.30	141.25
28 pages	114.00	125.40	142.50
30 pages	115.00	126.50	143.75
32 pages	116.00	127.60	145.00
34 pages	117.00	128.70	146.25
36 pages	118.00	129.80	147.50
38 pages	120.00	132.00	150.00
40 pages	121.00	133.10	151.25
42 pages	122.00	134.20	152.50
44 pages	124.00	136.40	155.00
46 pages	125.00	137.50	156.25
48 pages	126.00	138.60	157.50
50 pages	127.00	139.70	158.75
52 pages	131.00	144.10	163.75
54 pages	132.00	145.20	165.00
56 pages	133.00	146.30	166.25
58 pages	135.00	148.50	168.75
60 pages	136.00	149.60	170.00
62 pages	137.00	150.70	171.25
64 pages	138.00	151.80	172.50
66 pages	139.00	152.90	173.75
68 pages	141.00	155.10	176.25
70 pages	142.00	156.20	177.50
72 pages	143.00	157.30	178.75
74 pages	144.00	158.40	180.00
76 pages	145.00	159.50	181.25

(Ask account executive for larger sizes.)

\* Monday thru Thursday, non-holiday preprints are discounted 6% per thousand. Friday and Saturday non-holiday preprints are discounted 4% per thousand.

\*\* On holidays and the five Fridays between Thanksgiving and Christmas advertisers will be charged the Sunday preprint rates to reflect the additional distribution received. No zoning on Thanksgiving or Christmas Day.

- Mini-tab inserts, unusual sizes, shapes or folds, and inserts containing samples should be submitted in dummy form in advance for price quote and approval.
- The rates shown are based on tabloid page size, 10.5"x11.5" (image area 8.726"x10.25"). Standard page charged as two tabloid pages. TMC rates are commissionable.

### NATIONAL TMC & NON-SUBSCRIBER

Insert page count	TMC	Non-subscriber
Under 6	\$58.00	\$63.00
7-14	74.00	79.00
15-26	96.00	101.00
27-42	114.00	118.00
43-58	132.00	138.00
59 and up	149.00	154.00

### ANNUAL CONTRACT DISCOUNTS (FULL OR ZONED)

6 times	.5%
12 times	.8%
18 times	11.5%
24 times	15%
36 times	17.5%
48 times	20%
60 times	25%

### INSERT DEADLINES

Preprinted inserts should be ordered at least 12 days prior to insertion date. They should be delivered to Fort Wayne Newspapers west dock 7-15 days prior to *daily* publication; 10-15 days prior to The Journal Gazette Sunday publication.

### INSERT REQUIREMENTS

- Please ship prepaid on banded, disposable skids to: Fort Wayne Newspapers, 600 W. Main St., Fort Wayne, IN 46802
- MAXIMUM SKID: 2,500 lbs., 5 1/2 feet high
- RECEIVING HOURS:  
**Monday through Friday** 8:00 a.m. - 4:00 p.m.
- MINIMUM WEIGHT: 70 lb. stock for preprints of 4 pages or less
- MINIMUM SIZE: 5 inches wide cut edge, by 7 inches deep fold edge
- MAXIMUM SIZE: 10.5 inches wide cut edge, by 11.5 inches deep fold edge
- MINIMUM THICKNESS: .007 inches (seven-thousandths inch) single card
- Preprinted sections for Sunday and daily newspapers are Heidelberg machine-inserted.
- Holiday distribution will be at Sunday distribution quantities.
- Split runs are available for preprints. If split-run inserts are not the same size, billing will be based on the larger insert.