



# FORT WAYNE NEWSPAPERS

260-461-8516 • 800-444-3303, EXT. 8516 • www.FortWayne.com

Effective October 1, 2011

## PREPRINT RATES

Preprint size	CPM for Sunday/Holiday** FULL DISTRIBUTION	Cost per thousand (CPM) for Sunday/Holiday** FC* ZONED DISTRIBUTION		Total market coverage (TMC) (Contract discounts do not apply)	
		20,000 and over	Under 20,000	With JG and/or NS distribution	Non subscriber only
Single Sheet	\$42.00	\$46.20	\$52.50	\$21.00	\$26.00
2std/4 tab/8 mini	54.00	59.40	67.50	25.00	30.00
4 std/8 tab/16 mini	65.00	71.50	81.25	32.00	37.00
6 std/12 tab/24 mini	70.00	77.00	87.50	49.00	54.00
8-10 std/16-20 tab/ 32-40 min	78.00	85.80	97.50	61.00	66.00
12-14 std/24-28 tab/48-56 mini	86.00	94.60	107.50	67.00	72.00
16-18 std/32-36 tab/64-72 mini	93.00	102.30	116.25	74.00	79.00
20-22 std/40-44 tab/80-88 mini	98.00	107.80	122.50	80.00	85.00
24-26 std/48-52 tab/96-104 mini	104.00	114.40	130.00	86.00	91.00
28-30 std/56-60 tab/112-120 mini	110.00	121.00	137.50	93.00	98.00
32-34 std/64-68 tab/128-136 mini	117.00	128.70	146.25	98.00	103.00
36-38 std/72-76 tab/144-152 mini	123.00	135.30	153.75	103.00	108.00
Over 38 std/Over 80 tab/Over 160 mini	129.00	141.90	161.25	110.00	115.00
Paper Bag Inserts	78.00	85.80	97.50	61.00	66.00

	MON.-THURS.		MON.-THURS. ZONED CPM		FRI.		FRI. ZONED CPM	
	Full Dist. CPM	20,000 and over	Under 20,000	Full. Dist. CPM	20,000 and over	Under 20,000		
Single Sheet	\$39.48	\$43.43	\$49.35	\$40.32	\$44.35	\$50.40		
2std/4 tab/8 mini	50.76	55.84	63.45	51.84	57.02	64.80		
4 std/8 tab/16 mini	61.10	67.21	76.38	62.40	68.64	78.00		
6 std/12 tab/24 mini	65.80	72.38	82.25	67.20	73.92	84.00		
8-10 std/16-20 tab/ 32-40 min	73.32	80.65	91.65	74.88	82.37	93.60		
12-14 std/24-28 tab/48-56 mini	80.84	88.92	101.05	82.56	90.82	103.20		
16-18 std/32-36 tab/64-72 mini	87.42	96.16	109.28	89.28	98.21	111.60		
20-22 std/40-44 tab/80-88 mini	92.12	101.33	115.15	94.08	103.49	117.60		
24-26 std/48-52 tab/96-104 mini	97.76	107.54	122.20	99.84	109.82	124.80		
28-30 std/56-60 tab/112-120 mini	103.40	113.74	129.25	105.60	116.16	132.00		
32-34 std/64-68 tab/128-136 mini	109.98	120.98	137.48	112.32	123.55	140.40		
36-38 std/72-76 tab/144-152 mini	115.62	127.18	144.53	118.08	129.89	147.60		
Over 38 std/Over 80 tab/Over 160 mini	121.26	133.39	151.58	123.84	136.22	154.80		
Paper Bag Inserts	73.32	80.65	91.65	74.88	82.37	93.60		

(Ask account executive for larger sizes.) ALL CPM RATES ARE NET.

\* FC = Full Coverage which includes News-Sentinel and Journal Gazette distribution.

\*\* On holidays and the five Fridays between Thanksgiving and Christmas advertisers will be charged the Sunday preprint rates to reflect the additional distribution received.

### PAGE SPECIFICATIONS

	Minimum Dimensions		Maximum Dimensions	
Standard/Broadsheet	11" x 17"	187 sq. in.	11.5" x 21"	241.5 sq. in.
Tab	7" x 10.25"	71.75 sq. in.	10.5" x 11.5"	120.75 sq. in.
Mini-tab/Flexie	5" x 7"	35 sq. in.	7" x 10"	70 sq. in.

### DISTRIBUTION QUANTITIES

	FULL RUN Billing Quantities	FULL RUN Quantity Required
Sunday Package	107,450	109,500
Friday	98,603	100,500
Monday-Thursday	71,518	73,000
Total Market Coverage (TMC)	64,637	66,000

Sunday package includes unduplicated Sunday and weekday only subscribers.

TMC includes non-weekday subscribers and non-subscribers in Allen County.

### SHIPPING

- 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
- MINIMUM QUANTITY: 5,000

- The zoned distribution rates shown are cost per thousand.
- Unusual sizes should be submitted to the retail advertising department for quotation.
- Eligible benevolent organizations receive a 30% discount on the rates listed above.
- Preprints should be ordered at least twelve days prior to insertion date. Preprints need to be received seven days prior to daily publication or ten days prior to Sunday publication.