

Monday-Saturday

Almost any preprinted piece – sales flyers, circulars, brochures – can be inserted into **The State** and delivered for less than the cost of mailing it. The following prices are for insertions of preprinted pieces into the newspaper or into the potential subscriber package. Design and printing services can be provided. Ask about additional rates for these services. For additional preprint information, call (803) 771-8346.

Full Run Rates (Monday-Saturday) *Minimum – Metro*

Pages		Open	4x	6x	10x	15x	20x	30x	50x
Tabloid	Standard								
Single Sheet (8½" x 11")		\$48.43	\$46.29	\$45.34	\$43.91	\$42.95	\$42.00	\$40.57	\$39.14
4	2	\$50.83	\$48.59	\$47.59	\$46.08	\$45.09	\$44.08	\$42.58	\$41.08
6		\$54.48	\$52.07	\$51.00	\$49.39	\$48.31	\$47.24	\$45.63	\$44.02
8	4	\$58.12	\$55.56	\$54.41	\$52.69	\$51.55	\$50.40	\$48.68	\$46.96
10		\$61.77	\$59.04	\$57.82	\$56.00	\$54.78	\$53.56	\$51.73	\$49.91
12	6	\$65.42	\$62.52	\$61.23	\$59.31	\$58.01	\$56.72	\$54.79	\$52.85
14		\$69.08	\$66.04	\$64.98	\$62.63	\$61.27	\$59.91	\$57.87	\$55.83
16	8	\$72.75	\$69.55	\$68.11	\$65.95	\$64.52	\$63.09	\$60.94	\$58.79
18		\$76.40	\$73.02	\$71.52	\$69.25	\$67.75	\$66.25	\$63.99	\$61.73
20	10	\$80.03	\$76.50	\$74.93	\$72.55	\$70.98	\$69.41	\$67.04	\$64.67
22		\$83.68	\$79.98	\$78.34	\$75.86	\$74.21	\$72.56	\$70.09	\$67.62
24	12	\$87.32	\$83.46	\$81.75	\$79.16	\$77.44	\$75.72	\$73.14	\$70.56
26		\$90.96	\$86.96	\$85.16	\$82.47	\$80.67	\$78.89	\$76.20	\$73.51
28	14	\$94.61	\$90.44	\$88.57	\$85.77	\$83.91	\$82.04	\$79.24	\$76.45
30		\$98.25	\$93.92	\$91.98	\$89.08	\$87.14	\$85.20	\$82.30	\$79.39
32	16	\$101.90	\$97.40	\$95.39	\$92.38	\$90.38	\$88.37	\$85.35	\$82.34
34		\$105.56	\$100.91	\$98.83	\$95.70	\$93.62	\$91.54	\$88.43	\$85.30
36	18	\$109.24	\$104.42	\$102.27	\$99.03	\$96.88	\$94.73	\$91.50	\$88.27

Part Run Rates (Monday-Saturday) *Minimum order of 10,000*

Pages		Open	4x	6x	10x	15x	20x	30x	50x
Tabloid	Standard								
Single Sheet (8½" x 11")		\$54.88	\$53.24	\$52.14	\$50.50	\$49.39	\$48.29	\$46.65	\$45.01
4	2	\$57.61	\$55.88	\$54.73	\$53.00	\$51.85	\$50.70	\$48.96	\$47.24
6		\$61.73	\$59.89	\$58.65	\$56.80	\$55.56	\$54.33	\$52.48	\$50.63
8	4	\$65.86	\$63.89	\$62.57	\$60.60	\$59.28	\$57.97	\$55.99	\$54.01
10		\$69.99	\$67.89	\$66.49	\$64.40	\$63.00	\$61.60	\$59.50	\$57.40
12	6	\$74.13	\$71.90	\$70.42	\$68.20	\$66.72	\$65.23	\$63.01	\$60.79
14		\$78.29	\$75.94	\$74.37	\$72.02	\$70.46	\$68.89	\$66.54	\$64.20
16	8	\$82.45	\$79.97	\$78.33	\$75.85	\$74.21	\$72.55	\$70.09	\$67.61
18		\$86.57	\$83.97	\$82.25	\$79.65	\$77.91	\$76.19	\$73.59	\$70.99
20	10	\$90.70	\$87.97	\$86.16	\$83.44	\$81.63	\$79.81	\$77.09	\$74.37
22		\$94.82	\$91.98	\$90.08	\$87.24	\$85.34	\$83.44	\$80.60	\$77.76
24	12	\$98.95	\$95.99	\$94.01	\$91.04	\$89.06	\$87.08	\$84.11	\$81.14
26		\$103.08	\$99.99	\$97.93	\$94.84	\$92.78	\$90.71	\$87.62	\$84.53
28	14	\$107.21	\$104.00	\$101.86	\$98.64	\$96.50	\$94.34	\$91.14	\$87.92
30		\$111.35	\$108.01	\$105.77	\$102.43	\$100.21	\$97.99	\$94.64	\$91.30
32	16	\$115.48	\$112.02	\$109.70	\$106.24	\$103.93	\$101.62	\$98.15	\$94.69
34		\$119.64	\$116.04	\$113.65	\$110.07	\$107.67	\$105.28	\$101.69	\$98.10
36	18	\$123.80	\$120.08	\$117.61	\$113.89	\$111.42	\$108.94	\$105.23	\$101.51

Poly Bags

(See attached for Poly Bag specifications)

Bag supplied by advertiser.

\$115 gross rate

Partial Preprint Distribution

Customized preprint distribution is available. **The State** will deliver inserts to Neighbors zones, to individual ZIP codes or to select potential subscribers by ZIP code, through the Total Market Coverage (TMC) program.

Minimum distribution requirements are:

10,000 **The State** 10,000 TMC (potential subscribers)* 10,000 Neighbors

15,000 **The State** & TMC

*TMC distribution requires full insert distribution in the selected ZIP codes; therefore, the minimum distribution required may exceed 15,000.

These inserts can be delivered Monday through Sunday in **The State**, Thursday for NEIGHBORS and Wednesday/Thursday in the TMC.

Total Market Coverage (TMC)

TMC is designed to achieve coverage of potential subscribers in the Columbia metropolitan area.

A standard advertising jacket is mailed each week to potential subscriber households for midweek delivery. Advertisers may include a flyer or preprint in this package. A postal weight limit applies. See your account representative for more information.

Preprint Linage Credit

In the case of a preprint contract, equivalent preprint lineage for in-paper distribution only is credited toward fulfillment of an ROP contract. Credited lineage is determined by dividing the preprint cost by an advertiser's ROP contract rate.

Preprint Size Requirements

Square inches based on outside dimensions of stock. One standard page counts as two tabloid pages.

Tabloid: Less than 168 square inches **Standard:** 168-333½ square inches

Maximum Size Acceptable:

Tabloid Size – 11" x 12½" (outside dimensions of stock)

Standard Size – 12½" x 23" (outside dimensions of stock; must be folded)

Minimum Size Acceptable:

Tabloid Size – 5" x 7" (outside dimensions of stock)

Free-standing (single sheet) preprints must be printed on 70-lb. or heavier stock.

Preprint Rates

Written or verbal quotes for preprints are **estimates** only. Actual costs will be confirmed upon the delivery of inserts and verification of the insert size. Distribution rates are based on the physical size and weight of the inserts and the quantity.

Preprint Availability

The number of preprinted sections available on any weekday or Sunday is limited by mechanical restrictions. Reservations should be made in advance to ensure requested distribution date. For reservations or more information, call the preprint coordinator at 771-8346.

Preprint Deadlines

Preprints should be delivered to **The State** no later than one week prior to publication date. An exception is the Sunday deadline, which is 10 days prior to publication date.

Preprint Deliveries

When making a preprint insertion reservation, the names of the printer and the carrier are required. Preprints should arrive strapped on non-returnable pallets in turns designated on the outside of each pallet so verification of complete shipment can be made. (Turns of 100 to 200 are requested; not to exceed 2,500 pounds and 5½ feet in height per pallet.) Deliveries must be made to:

The State newspaper
Attn: Distribution Center
1401 Shop Road
Columbia, S.C. 29201

Delivery Hours:
Monday – Friday
8:00 a.m. – 4:30 p.m.
(803) 771-8314