

# RETAIL PREPRINT

Effective September 1, 2007

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) 771-8336.

## Daily Rates *Non-contract*

Tabloid	Standard	100,000+	75,001-100,000	30,00-75,000	Less than 30,000
<b>Single Sheet (8½" x 11")</b>		<b>\$37.73</b>	<b>\$39.62</b>	<b>\$41.50</b>	<b>\$43.39</b>
4	2	\$50.12	\$52.63	\$55.13	\$57.64
8	4	\$54.86	\$57.60	\$60.34	\$63.09
12	6	\$64.46	\$67.68	\$70.90	\$74.13
16	8	\$71.87	\$75.47	\$79.06	\$82.65
20	10	\$74.27	\$77.99	\$81.70	\$85.41
24	12	\$76.96	\$80.81	\$84.66	\$88.51
28	14	\$79.36	\$83.33	\$87.30	\$91.27
32	16	\$81.70	\$85.78	\$89.87	\$93.95
36	18	\$84.10	\$88.30	\$92.51	\$96.71
40	20	\$86.50	\$90.82	\$95.15	\$99.47
44	22	\$89.49	\$93.96	\$98.44	\$102.91
48	24	\$91.88	\$96.47	\$101.06	\$105.66

Contract rates available on request.

### Contract Rate Discounts

12-25 Insertions	5%
26-38 Insertions	7%
39-47 Insertions	9%
48-71 Insertions	11%
72+ Insertions	13%

## Sunday Rates *Non-contract*

Tabloid	Standard	135,000+	110,001-135,000	30,000-110,000	Less than 30,000
<b>Single Sheet (8½" x 11")</b>		<b>\$39.79</b>	<b>\$41.78</b>	<b>\$43.77</b>	<b>\$45.76</b>
4	2	\$52.18	\$54.79	\$57.40	\$60.01
8	4	\$56.92	\$59.76	\$62.61	\$65.46
12	6	\$66.52	\$69.84	\$73.17	\$76.50
16	8	\$73.93	\$77.63	\$81.33	\$85.02
20	10	\$76.33	\$80.15	\$83.97	\$87.78
24	12	\$79.02	\$82.97	\$86.92	\$90.87
28	14	\$81.42	\$85.49	\$89.56	\$93.63
32	16	\$83.76	\$87.95	\$92.14	\$96.32
36	18	\$86.16	\$90.47	\$94.78	\$99.08
40	20	\$88.56	\$92.99	\$97.42	\$101.84
44	22	\$91.55	\$96.12	\$100.70	\$105.28
48	24	\$93.94	\$98.63	\$103.33	\$108.03

Contract rates available on request.

### Contract Rate Discounts

12-25 Insertions	5%
26-38 Insertions	7%
39-47 Insertions	9%
48-71 Insertions	11%
72+ Insertions	13%

## Total Market Coverage (TMC) Distribution

Tabloid	Standard	Up to Ounces	100,000+	50,001-100,000	10,000-50,000
<b>Single Sheet (8½" x 11")</b>		<b>0.3</b>	<b>\$32.00</b>	<b>\$33.70</b>	<b>\$35.20</b>
4	2	0.4	\$41.50	\$43.58	\$45.65
8	4	0.6	\$54.47	\$57.20	\$59.92
12	6	0.9	\$63.03	\$66.19	\$69.34
16	8	1.2	\$77.82	\$81.71	\$85.60
20	10	1.5	\$97.28	\$102.14	\$107.00
24	12	1.8	\$112.06	\$117.66	\$123.27
28	14	2.1	\$130.74	\$137.27	\$143.81
32	16	2.5	\$155.64	\$163.42	\$171.20
36	18	2.7	\$168.09	\$176.50	\$184.90

For preprints that are over 2.7 ounces, please contact your representative for rates.

### Contract Rate Discounts

6-11 Insertions	4%
12-23 Insertions	6%
24-51 Insertions	8%
52 Insertions	15%

## Comics

### 1. Spadeas

Image Size	Front Width	Back Width	Height	
Front 1/4 Fold	2 <sup>5</sup> / <sub>8</sub> "	8 <sup>3</sup> / <sub>8</sub> "	20"	
Front 1/3 Fold	3 <sup>5</sup> / <sub>8</sub> "	7 <sup>3</sup> / <sub>8</sub> "	20"	
Front 1/2 Fold	5 <sup>1</sup> / <sub>2</sub> "	5 <sup>1</sup> / <sub>2</sub> "	20"	
Inside Spread	11 <sup>1</sup> / <sub>2</sub> "		20"	

  

Open Rate	Frequency	6x	13x	26x
\$42.00		\$40.00	\$37.00	\$34.00

### 2. Gatefolds

Like spadeas, gatefolds are accepted for Sunday publication only. Image size is 5<sup>3</sup>/<sub>4</sub>" x 20". Open rate is \$34.00 per thousand, based on full-run Sunday circulation.

Open Rate	Frequency	6x	13x	26x
\$34.00		\$32.00	\$30.00	\$28.00

## Poly Bag

Deliver your message directly into the hands of your customer. The plastic bag wrap delivers your message, as well as the newspaper to your potential customers. This innovative advertising vehicle combines color and graphics for a maximum impact. Call 771-8346 for more information.

Bags supplied by advertiser .....\$85.00 / CPM

(See attached for Poly Bag specifications)

## Wrapper Program

Includes **The State** and TMC distribution.

	Open Rate	6x	13x	26x	52x
Front Cover, Full Page	\$3,000.00	\$2,760.00	\$2,550.00	\$2,400.00	\$2,250.00
Back Cover, Full Page	\$2,600.00	\$2,392.00	\$2,210.00	\$2,080.00	\$1,950.00
Inside, Full Page	\$2,400.00	\$2,208.00	\$2,040.00	\$1,920.00	\$1,800.00
Front Cover, Half Page	\$1,800.00	\$1,656.00	\$1,530.00	\$1,440.00	\$1,350.00
Back Cover, Half Page	\$1,620.00	\$1,490.40	\$1,377.00	\$1,296.00	\$1,215.00
Inside, Half Page	\$1,440.00	\$1,324.80	\$1,224.00	\$1,152.00	\$1,080.00

## 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 <b>The State</b>	10,000 TMC (potential subscribers)*	10,000 Neighbors
15,000 <b>The State</b> & TMC combined		

\*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 Saturday 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. Distribution rates for inserts are based on weight. 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:** 168-333<sup>1</sup>/<sub>2</sub> square inches

### Maximum Size Acceptable:

- Tabloid Size - 11" x 12<sup>1</sup>/<sub>2</sub>" (outside dimensions of stock)
- Standard Size - 12<sup>1</sup>/<sub>2</sub>" 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, contact your representative.

## Preprint Deadlines

Preprints should be delivered to **The State** no later than seven days 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 5<sup>1</sup>/<sub>2</sub> 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**