

2011 Inserts and Outserts

Print and Deliver

Target advertising is easier than ever before with our Print and Deliver program. With Print and Deliver your customized ad will be delivered to all the residences in the areas you choose.

You can

- Create your advertising message
- Choose the right vehicle to reach your target audience
- Select targeted zip codes and delivery days

With quantity options ranging from 10,000 to more than 100,000 pieces we'll design a comprehensive Print and Deliver plan to fit your budget.

Deadlines and Details:

- P&D must be ordered at least 21 days prior to distribution date.
- Inserts must be on the dock at least 5 days prior to distribution.

Minimum order of 10,000 pieces.

Spadeas

Full Front Spadea\$7,500*

- Front spadea flap: 5" wide x 18.75" deep
- Inside spadea flap: 5" wide x 20.75" deep
- Back & inside back full pages: 10.388" x 20.75" deep

* includes color on all three pages

Spadea Fold\$2,999*

- Front spadea flap: 5" wide x 18.75" deep
- Inside spadea flap: 5" wide x 20.75" deep

* two full color half pages

TMC National Preprints

STD	TAB	MINI	CPM
Single Sheet (8.5 x 11" or less).....			\$39.27
Single Sheet (10 x 12.5" or less).....			\$48.45
2.....4.....8.....			\$60.69
4.....8.....16.....			\$72.93
6.....12.....24.....			\$85.17
8.....16.....32.....			\$103.02
10.....20.....40.....			\$120.87
12.....24.....48.....			\$138.72
14.....28.....56.....			\$156.57
16.....32.....64.....			\$173.91
18.....36.....72.....			\$191.25
20.....40.....80.....			\$208.59

TMC Local Retail Preprints

STD	TAB	MINI	CPM
Single Sheet (8.5 x 11" or less).....			\$31.93
Single Sheet (10 x 12.5" or less).....			\$35.02
2.....4.....8.....			\$45.32
4.....8.....16.....			\$57.68
6.....12.....24.....			\$70.04
8.....16.....32.....			\$82.40
10.....20.....40.....			\$99.91
12.....24.....48.....			\$117.42
14.....28.....56.....			\$134.93
16.....32.....64.....			\$152.44
18.....36.....72.....			\$169.95
20.....40.....80.....			\$187.46

TBC National Preprints

STD	TAB	MINI	CPM
Single Sheet (8.5 x 11" or less).....			\$36.21
Single Sheet (10 x 12.5" or less).....			\$45.39
2.....4.....8.....			\$57.63
4.....8.....16.....			\$69.87
6.....12.....24.....			\$75.99
8.....16.....32.....			\$82.11
10.....20.....40.....			\$88.23
12.....24.....48.....			\$94.35
14.....28.....56.....			\$100.47
16.....32.....64.....			\$106.59
18.....36.....72.....			\$112.71
20.....40.....80.....			\$118.83

Volume discounts start at 250,000 quantity distribution. Ask your account executive for details. Sizes over 20 standard pages: add \$2 per thousand for each 2std/4tab/8mini increment.

TBC Local Retail Preprints

STD	TAB	MINI	CPM
Single Sheet (8.5 x 11" or less).....			\$28.84
Single Sheet (10 x 12.5" or less).....			\$31.93
2.....4.....8.....			\$41.20
4.....8.....16.....			\$53.56
6.....12.....24.....			\$64.37
8.....16.....32.....			\$71.59
10.....20.....40.....			\$75.71
12.....24.....48.....			\$79.83
14.....28.....56.....			\$83.95
16.....32.....64.....			\$88.58
18.....36.....72.....			\$92.19
20.....40.....80.....			\$93.22

Volume discounts start at 250,000 quantity distribution. Ask your account executive for details. Sizes over 20 standard pages: add \$2 per thousand for each 2std/4tab/8mini increment.

Memo Sticks

QTY

Mon. -Thurs.

Fri., Sat. & Sun.

Full Run Only
\$45 CPM

30,000.....	\$55.00
40,000.....	\$50.00
60,000.....	\$45.00
80,000.....	\$40.00

Prices are per thousand. ACTUAL SIZE: 4.25" x 5.5". AD RESERVATION DEADLINE: 15 DAYS PRIOR TO PUBLICATION. Ask your account executive for prices on larger quantities. Prices are net.

Sunday Comics

Western Graphics/Outsourced

Sunday Comics

Spadea

Gatefold

1x.....	\$5,510.40	\$3,060.64
3x.....	\$4,897.03	\$2,938.43
6x.....	\$4,407.11	\$2,816.23
12x.....	\$3,917.19	\$2,570.72

AD RESERVATION DEADLINE: 5 weeks PRIOR TO PUBLICATION. Rates based on frequency contract. Ask your account executive for more details.

Comic Tab/Flysheet*

Price

4 Page.....	\$3,785.25
8 Page.....	\$4,897.03
12 Page.....	\$6,454.39

*Frequency discount available

Preprint Polybags

• Minimum Quantity: (excluding sample bags)	\$45/CPM	\$45/CPM
• Minimum Size: (all 1 ml thick)	Mon. - Thurs.....7.5" x 21"	Fri. and Sat.....9" x 23"
	Sun.....9" x 23"	

Sample bags must be twin wall. Please contact your account executive for additional guidelines and rates.

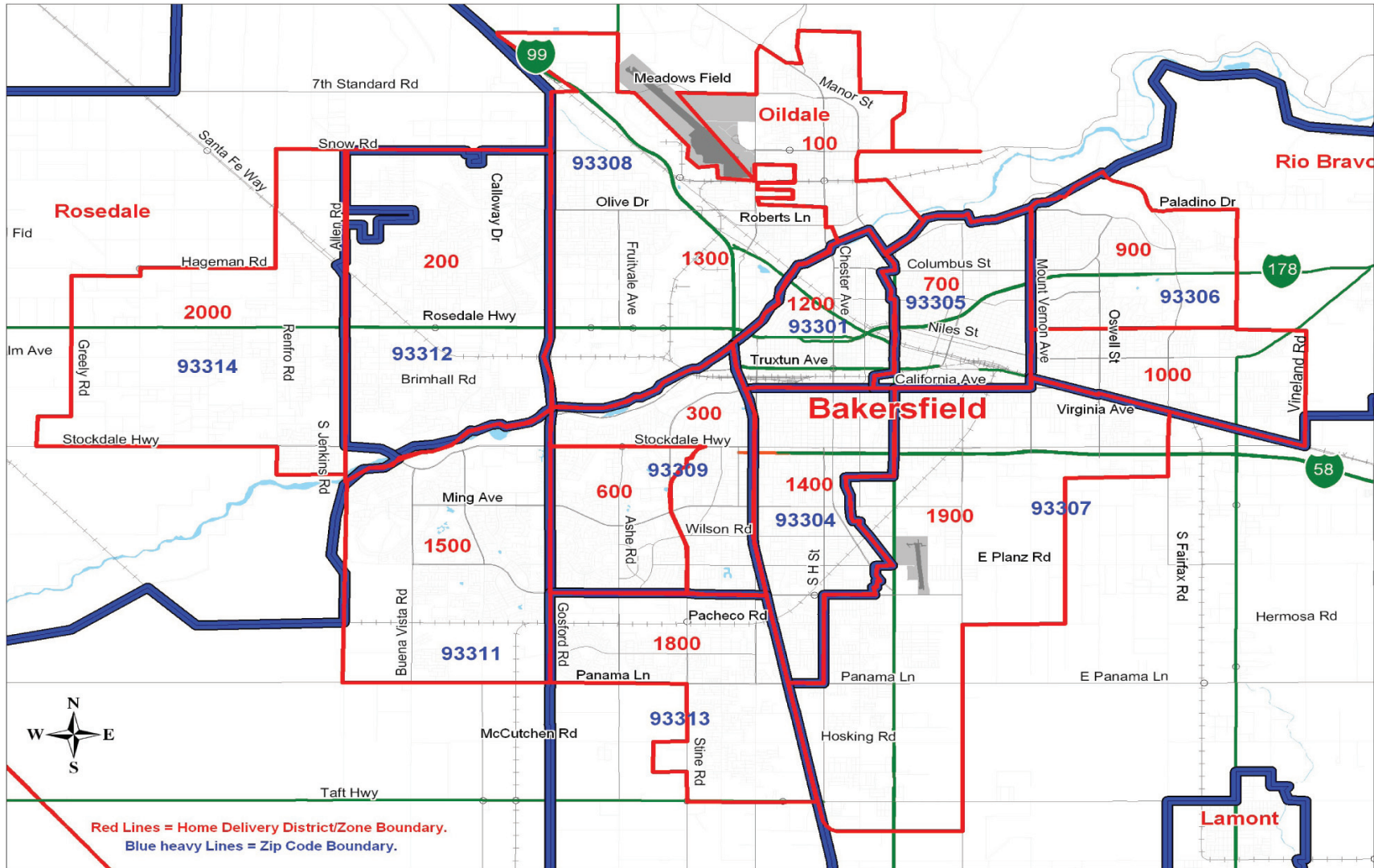
Single Sheet Insert - Print & Deliver Rates

8 1/2" x 11"
(60# offset
white stock)

Price/1000

10,000.....	\$96.60
15,000.....	\$96.60
20,000.....	\$96.60
25,000.....	\$96.60
30,000.....	\$86.10
50,000.....	\$79.80
60,000.....	\$79.80
100,000.....	\$78.75
130,000.....	\$77.70

Metro Districts and Zip Boundaries



The Bakersfield Californian Circulation Division, April 2006. Bakersfield Metro Districts and Zip Codes boundaries.