

# 2011 PUBLIC OPINION RATE CARD

## PREPRINT, PRINT & DELIVER & STICKY NOTES

### Preprint Rates

Target your customers by major zip code!

#### DAILY (MON.-FRI.)/TMC

Size	Open	12x	24x	36x	52x
Card Stock.....	\$40	\$38	\$37	\$36	\$35
4 tab.....	\$57	\$54	\$52	\$51	\$50
8 tab.....	\$60	\$57	\$55	\$54	\$52
12 tab.....	\$64	\$61	\$59	\$58	\$56
16 tab.....	\$68	\$65	\$63	\$61	\$58
20 tab.....	\$72	\$69	\$67	\$63	\$60
24+ tab	\$2/M each additional four pages				

#### SUNDAY + THANKSGIVING\*

Add \$1/CPM to above rates.

Rates are per thousand, based on full distribution orders.

\*Full run only on Thanksgiving.

#### Public Opinion Quantities

Mon.-Fri. 17,500, Sun. 20,000

#### TMC - Advertiser Quantities

Wednesdays 28,500

#### PREPRINT GUIDELINES

1. Minimum distribution of 5,000.
2. Please provide 2% spoilage.
3. Spending counts toward ROP contract fulfillment, but is not rebateable itself.
4. Inserts are due in-plant (7) business days prior to publication.
5. Delivery hours are Monday -Friday 9 A.M. - 3 P.M.
6. Holiday deadlines are advanced. Contact us for details.

#### ZONING SURCHARGES

5,000 - 9,999 pieces.....\$13 additional per M  
10,000 + pieces.....\$11 additional per M  
Added to full distribution rates above for in-paper orders.

#### Print & Deliver Inserts

- Quick turnaround, Competitive pricing
- One stop for design, printing & delivery
- Insert inside Public Opinion Mon. - Fri.

#### GLOSSY 8.5"X11" FULL COLOR SINGLE SHEETS

High quality, full process color on 60# coated stock for the ultimate in professional presentation.

#### CARD STOCK 8.5"X11" FULL COLOR SINGLE SHEETS

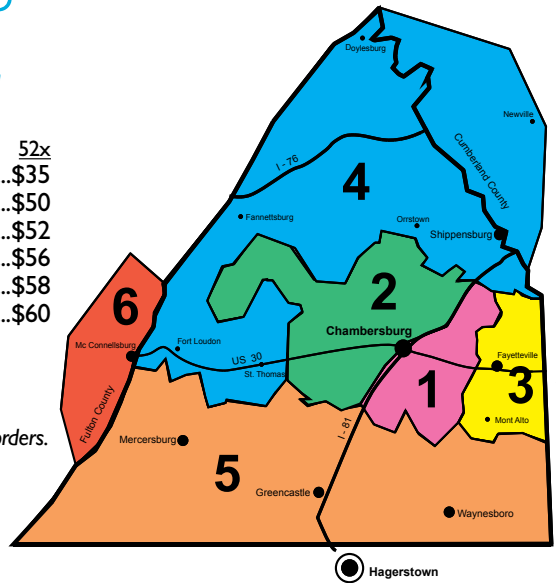
Full process color on uncoated card stock. Meets postal regulations.

#### Pricing for 8.5"x11" Glossy or Card Stock

	1 side	2 side
Full Run (20K).....	\$675*	\$825*
10,000.....	\$450*	\$550*

FOR CUSTOM ORDER QUOTES,  
CONTACT YOUR SALES REPRESENTATIVE

\*Approved artwork due to printer 7 working days from publication date, or \$150 surcharge for quick turnaround. Multiple delivery locations will incur additional shipping charges.



### Print & Deliver - Front Page Notes

- Stick your ad where customers will notice!
  - High Impact & Visibility
  - High Recognition & Readership
- 39% more recognition 78% more readership than regular ads

Mon.-Sat.	1 RUN	6X RUN
1-4 colors.....	\$775/run	\$675/run
Sun.	1 RUN	6X RUN
1-4 colors.....	\$875/run	\$775/run
TMC	1 RUN	6X RUN
1-4 colors.....	\$800/run	\$700/run
Holiday Run	1 RUN	
1-4 colors.....	\$1050/run	

- Rates are based on full run quantities Monday - Sunday
- Holiday Run Dates
  - Week of Thanksgiving (Wed., Thurs., & Fri.)
  - First two Sundays after Thanksgiving
- Final copy due 10 working days prior to insertion or \$50 Late Fee
- Sticky notes already printed can be attached for \$500 Full Run

#### SPECIFICATIONS/CONDITIONS

Finish Size: 3"x3"

#### CONDITIONS FOR PUBLICATION

1. Selected run dates are guaranteed for full-run advertisers on a first-come basis up to (6) months in advance.
2. In the event of major breaking news, Publisher reserves the right to revise or reject in whole or in part any advertisement in the Public Opinion. A Note scheduled on such a date will be rescheduled at a later date.

## PUBLIC OPINION

News 24/7 Your Way!

Our combined newspaper and web products reach more people every day than the number of people who watched the Super Bowl!

Source: 2009 Harrisburg Scarborough RI

#### CONTACT INFO

Advertising Front Desk.....717.262.4720  
Switchboard.....717.264.6161  
Credit Dept.....717.262.4706  
Fax.....717.264.2009

www.publicopiniononline.com  
www.mediaonepa.com

