

2010 GENERAL RATES

York Daily Record YORK SUNDAY NEWS THE YORK DISPATCH

DISCOUNTS & FREQUENCY PROGRAMS

- Recognized advertising agencies will receive 15% commission on ad space.
- No other discounts apply.
- Sunday rates are in effect on Thanksgiving day.

MISCELLANEOUS RATES

- | | | |
|----------------------|----------------|----------------|
| • Dealer Association | <u>Daily</u> | <u>Sunday</u> |
| ROP | \$65.19 | \$68.01 |
- Preferred Position add **25%** of ad cost.
 - Double Trucks are 13 columns.
- | | | |
|--------------------------------|----------------|----------------|
| • Political | <u>Daily</u> | <u>Sunday</u> |
| (For National Election) | \$46.43 | \$47.33 |
- Advertisements cancelled after stated deadline will be subject to a charge of 50% of the cost of the advertisement.

COLOR RATES

	<u>Daily</u>	<u>Sunday</u>
Black and one color	\$450	\$525
Black and two colors	\$650	\$775
Full color	\$975	\$1,050

- Annual Frequency Discounts:

13 color ads per year	5%
26 color ads per year	10%
48 color ads per year	20%
75 color ads per year	30%

- Process color negatives right read, emulsion side down.

*Rates effective 1/1/10

GENERAL RATES

CONTRACT	DAILY	SUNDAY
OPEN	\$83.35	\$87.52
125	\$76.56	\$80.38
250	\$74.76	\$78.51
500	\$73.20	\$76.85
750	\$71.57	\$75.16
1,200	\$69.87	\$73.35
1,600	\$68.26	\$71.64
3,200	\$66.50	\$69.84
6,500	\$64.88	\$68.11

- Monday through Friday combination ads may start in either newspaper but must run in the opposite newspaper the same or next day.

Over **254,200**

York County Adults
read one of our products every week!

Source: 2009 Harrisburg Scarborough RI

2010 GENERAL PREPRINT RATES

York Daily Record YORK SUNDAY NEWS THE YORK DISPATCH

- Minimum distribution - 5,000 per publication
- Minimum charge - \$500
- A standard size page is counted as two tab pages
- Two quarterfold pages are counted as one tab page
- Maximum quarterfold size - 7.5"x10"

ANNUAL FREQUENCY DISCOUNTS:

13 per year	5%
26 per year	10%
48 per year	15%
75 per year	20%
96 per year	25%

- Recognized advertising agencies will receive 15% commission on ad space.
- To ensure adequate quantities for full run add 2% to Sunday and/or Daily circulation as shown below.

Combined Daily	79,709
Sunday	89,354

- Custom zoning fee for less than full run add \$7 per thousand
- Preprints must be received in our warehouse at least 6 working days prior to insertion date. Preprints are accepted Monday thru Friday: 8 am to 3:30 pm
- Deliver preprints to 1891 Loucks Road, York, PA 17408
- Contact your Media Sales Consultant for page sizes smaller than tab size. 70# stock minimum requirement for single sheet inserts.

*Rates effective 1/1/10

GENERAL PREPRINT INSERT RATES

TAB PAGES	PER M
Single Sheet	\$55.50
4	\$59.50
8	\$63.50
12	\$67.50
16	\$71.50
20	\$75.50
24	\$79.50
28	\$83.50
32	\$87.50
36	\$91.50
40	\$95.50
44	\$99.50
48	\$103.50

- Over 48 pages... add \$2.50 per thousand for every 2 Tab Pages