

2010 RETAIL RATES

DISCOUNTS & FREQUENCY PROGRAMS

- Pickups within 6 days from first insertion:

First Repeat	25%
Subsequent Repeats	35%
- Pickup discounts do not apply on Sundays or Thanksgiving
- Sunday rates are in effect on Thanksgiving day.
- Monday through Friday combination ads may start in either newspaper but must run in the opposite newspaper the same or next day.
- Retail Rates are non-commissionable.
- Full page discount **10%**
- An advertisement in only one daily (Mon.-Fri.) newspaper will be billed at **85%** of the applicable rate schedule.
- Double discounts not allowed.

MISCELLANEOUS RATES

	<u>Daily</u>	<u>Sunday</u>
Shopping Center & Associate	\$42.95	\$45.11
Church / Charitable	\$39.15	\$41.11
Political (State & Local)	\$38.11	\$38.86

- Organization Rate - Church advertising for religious services only and advertising for charitable activities may qualify.
- Preferred Position add **25%** of ad cost.
- Pickup discounts do not apply.
- 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	\$360	\$390
Black and two colors	\$590	\$640
Full color	\$850	\$900

• 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%

*Rates effective 1/1/10

York Daily Record YORK SUNDAY NEWS THE YORK DISPATCH

RETAIL RATES

<u>CONTRACT</u>	<u>DAILY</u>	<u>SUNDAY</u>
OPEN	\$61.04	\$64.09
125	\$51.65	\$54.25
250	\$50.53	\$53.05
500	\$49.41	\$51.85
750	\$48.30	\$50.71
1,200	\$47.13	\$49.49
1,600	\$46.02	\$48.35
3,200	\$44.94	\$47.18
6,500	\$43.76	\$45.95
10,000	\$42.71	\$44.86
12,500	\$41.56	\$43.63
15,000	\$40.98	\$43.03
20,000	\$40.30	\$42.30

COLOR BY THE INCH

Is offered every day by the inch based on press capabilities in blue, red, green or yellow. Your cost is based on the standard contract rate plus the additional charges.

- Daily - **\$10** additional per column inch (\$100 minimum)
- Sunday - **\$12** additional per column inch (\$120 minimum)

Beyond 40", please check with your Marketing Consultant.

2010 RETAIL 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%

- Retail rates are non-commissionable.
- 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 only 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.
- Advertisements cancelled after stated deadline will be subject to a charge of **50%** of the cost of the advertisement.

*Rates effective 1/1/10

RETAIL PREPRINT INSERT RATES

TAB PAGES	FULL DISTRIBUTION PER M
Single Sheet	\$38.00
4	\$41.00
8	\$54.00
12	\$58.00
16	\$61.00
20	\$64.00
24	\$67.00
28	\$70.00
32	\$73.00
36	\$76.00
40	\$81.00
44	\$84.00

- Over 48 pages... add \$2.00 per thousand for every 2 Tab Pages

Contact your Media Sales Consultant for these other services:

- Printing of Your Inserts and Flyers
- Front Page Notes
- Zoned Distribution Options