

NATIONAL ADVERTISING RATES

PREPRINT RATES:

- CUSTOM PARTIAL DISTRIBUTION AVAILABLE BY ZONE
\$7 per thousand will be added to targeted zone distribution.
Minimum charge \$450. Zoning not available Fridays or Sundays.
- 10 days prior notification for reservations, delivery 5 days prior to date of insertion.

Card/Flyer (8.5" x 11" sheet)	\$45.55
1-4 Tab	\$51.55
6-8 Tab	\$55.55
10-16 Tab	\$60.55
18-24 Tab	\$66.55
26-32 Tab	\$68.55
34-40 Tab	\$76.55
42-48 Tab	\$84.55

COLOR RATES & DATA:

Available daily, Friday and Sunday. No minimum size required. Use black and white rates plus the following additional charge for color. (Frequency combination insertion discounts do not apply to color charges)

	Mail Tribune	Ala Carte
Black plus one color	\$749.00	\$374.50
Black plus two colors	\$936.00	\$468.00
Black plus three colors	\$1,030.00	\$515.00

OTHER MAIL TRIBUNE MARKETING SERVICES

- Total or target market coverage
- Preprint/insert distribution
- Demographic statistics
- Ad layouts, artwork, sales promotion ideas
- Special theme sections
- Co-op advertising programs
- Target market surveys
- Special Days/Pages/Features/Sections

SPECIAL DAYS/PAGES/FEATURES/SECTIONS

SECTIONS

- Healthy Living section Tuesday
- Best Food Day, A la carte Wednesday
- Tempo/TV *Entertainment and TV Listings* Friday

LEISURE FEATURES

- Oregon Outdoors Thursday
- Religion pages and Out There Friday
- At Home Saturday
- Business Section; Music and Arts; Local Features; Senior Calendar; Color Comics; Parade Sunday

ROP DEPTH REQUIREMENTS:

As many inches deep as columns wide. Ads exceeding 19 inches will be charged as full page height (21.5 inches).

CONTRACT AND COPY REGULATIONS:

See SRDS for regulations: 1, 2, 3, 9, 11, 13, 20, 23, 24, 26, 28, 31, 32, 34, 35

Mail Tribune
Discover Life Daily

CLOSING TIMES:

Reservations, printed materials and cancellations at least three days in advance.
Best food day (TMC) 11 a.m. Wednesday

MECHANICAL MEASUREMENTS:

Standard pages prepared to 11.684" wide x 21.5" deep; 6 column width to print 129" per page. Depth exceeding 19" will be charged a full 21.5" page height.

COLUMN WIDTHS

Column	Inches	Column	Inches
1	1.833"	4	7.75"
2	3.806"	5	9.722"
3	5.778"	6	11.694"

- Double truck advertising is accepted with a minimum of 10 column width or more (including the center space or gutter of 2.4 picas as one column) totaling 180 column inches. Color charge two pages.
- Inverted or ads placed sideways are not acceptable. Must be reviewed prior to publication.
- Simulated news style ads are not allowed. Ad copy that might be mistaken for news will be boxed and labeled "Advertisement" in reverse print at the top.
- Tabloid pages prepared to 9.722" wide x 11.375" deep; 5 column width to print 65 inches per page. Depth exceeding 11 inches will be charged a full 11.375 inch column. Tabloid double truck totals 129 inches charged.

POSITION CHARGE:

Guaranteed position add 25% per ad (Guaranteed position fees guarantee placement on a specific page. This fee does not guarantee a position of an ad on a specific page, i.e. top left of page, above fold.) The Mail Tribune does not guarantee specific page separations between advertisers. The Mail Tribune will not place competitors on the same page.

CLASSIFIED RATES:

In-column and display:

Daily - per line, per insertion. \$3.53

Friday/Sunday - per line, per insertion \$4.61

Minimums: One day, 5 lines, \$26.00

In-column display:

Add \$0.25 per line (\$2.50 per inch), per insertion to non-display rates.

Display:

Daily: per column inch, per insertion \$35.28

Friday/Sunday: per column inch, per insertion \$46.07

Minimum: One inch, \$35.28

Recruitment ads are billed an additional 10% premium.

A 15% commission is available to recognized advertising agencies that will assume financial responsibility within terms for all advertising placed by the agency. National rates apply. Agency letter of authorization required.

MAGAZINES:

- Friday-Monthly - TEMPO entertainment and TV section.
HomeLife local remodeling and gardening section.
Joy womens' section.
Oregon Healthy Living section.

NATIONAL ADVERTISING RATES

CIRCULATION:

Contact our offices for current circulation and distribution figures.

REPRESENTATIVES:

Oregon Newspaper Advertising Corporation
 7150 S.W. Hampton, #111
 Portland, OR 97223-8395
 (503) 624-6397

COMMISSIONS/CASH DISCOUNT:

A 15% commission is available to recognized advertising agencies that assume financial responsibility within terms for all advertising placed by the agency. National rates apply. Agency letter of authorization required.

GENERAL RATE POLICY:

60-day notice given of any rate revision.
 Alcoholic beverage advertising accepted.

ADVERTISING RATES:

Effective January 1, 2009
 BLACK/WHITE ADVERTISING

	<i>Flat</i>
Daily*	\$52.66
Friday/Sunday*	\$57.42
Tempo Entertainment and TV*	\$58.51

* Also includes the TMC on Wednesdays.

COMBINATION INSERTION DISCOUNT:

The combination rates will apply to each ad repeated without copy change within six issues of the original publication date. First combination is equivalent to a 25% discount. Second combination is equivalent to a 35% discount. Both discounts are based on original ad placement cost. Additional combination may be placed within six issues of the original publication at the prevailing second combination rate. Combination insertion discounts only applicable to newsplan rates.

NEWSPLAN RATES:

Rates include publication in one of the following Mail Tribune publications with an average circulation of 28,896 for daily, 36,156 Friday or 33,680 Sunday. Advertisers can also reach approx. 20,300 unduplicated, non-subscriber homes in Jackson County, Oregon with the TMC published Wednesdays, weekly.

NUMBER OF PAGES	PERCENT DISCOUNT	DAILY	FRIDAY SUNDAY	TEMPO	TOTAL INCHES
6	4.0	\$50.70	\$55.46	\$56.55	774
13	6.0	\$49.75	\$54.51	\$55.60	1677
26	7.0	\$48.83	\$53.59	\$54.68	3354
52	9.0	\$47.72	\$52.48	\$53.57	6708

