

# 2009 FREE STANDING INSERT RATE GUIDE

## The Patriot-News

The Patriot-News offers the distribution of a single advertiser's insert through delivery in our newspaper from a single zip code to our full circulation throughout Central Pennsylvania. Rates are based on cost-per-thousand (cpm) and are non-commissionable.

Insert Rates - The rates below apply to both The Patriot-News and The Patriot Plus (non-subscriber) editions.

<b>Full Run</b>	<b>Prime Coverage</b>	<b>Custom Zones</b>
Daily: 97,000	Daily: 85,000	Daily: less than 85,000
Sunday: 148,000	Sunday: 125,000	Sunday: less than 125,000
Patriot Plus: 107,309	Patriot Plus: 85,000	Patriot Plus: Daily: less than 85,000

The Patriot-News distribution area covers the Capital Region, including Dauphin, Cumberland and Perry Counties. We offer zip code pure distribution, both daily and Sunday. The Patriot Plus (non-subscriber) is carrier delivered Thursday/Friday to non-subscribers.

	Annual Frequency 1 to 5 x		Annual Frequency 6 to 10 x		Annual Frequency 11 to 20 x		Annual Frequency 21 to 35 x		Annual Frequency 36 to 44x		Annual Frequency 45 to 56x	
	Daily	Sunday	Daily	Sunday	Daily	Sunday	Daily	Sunday	Daily	Sunday	Daily	Sunday
<b>2 Page Card</b>												
Full Run	\$40.72	\$41.74	\$33.65	\$34.49	\$29.71	\$30.45	\$25.11	\$25.74	\$23.04	\$23.62	\$22.48	\$23.04
Prime Coverage	\$42.99	\$44.06	\$37.66	\$38.60	\$32.57	\$33.38	\$27.48	\$28.17	\$25.18	\$25.81	\$24.15	\$24.75
Custom Zones	\$45.68	\$46.82	\$39.47	\$40.46	\$34.63	\$35.50	\$29.64	\$30.38	\$27.27	\$27.95	\$25.78	\$26.42
<b>4 Page Tab</b>												
Full Run	\$47.48	\$48.67	\$41.03	\$42.06	\$38.09	\$39.04	\$33.79	\$34.63	\$30.35	\$31.11	\$30.06	\$30.81
Prime Coverage	\$50.11	\$51.36	\$45.95	\$47.10	\$41.68	\$42.72	\$36.98	\$37.90	\$33.16	\$33.99	\$32.20	\$33.01
Custom Zones	\$53.21	\$54.54	\$47.95	\$49.15	\$44.26	\$45.37	\$39.36	\$40.34	\$35.52	\$36.41	\$34.19	\$35.04
<b>8 Page Tab • 4 Page Standard</b>												
Full Run	\$70.30	\$72.06	\$60.37	\$61.88	\$56.28	\$57.69	\$53.47	\$54.81	\$51.52	\$52.81	\$47.94	\$49.14
Prime Coverage	\$73.17	\$75.00	\$65.25	\$66.88	\$59.95	\$61.45	\$56.92	\$58.34	\$54.80	\$56.17	\$50.97	\$52.24
Custom Zones	\$77.28	\$79.21	\$68.35	\$70.06	\$63.49	\$65.08	\$60.32	\$61.83	\$58.17	\$59.62	\$53.38	\$54.71
<b>12 Page Tab • 6 Page Standard • 16/24 Mini Tabs</b>												
Full Run	\$74.46	\$76.32	\$64.53	\$66.14	\$60.15	\$61.65	\$57.24	\$58.67	\$54.95	\$56.32	\$51.23	\$52.51
Prime Coverage	\$79.48	\$81.47	\$70.63	\$72.40	\$64.85	\$66.47	\$61.64	\$63.18	\$58.92	\$60.39	\$54.89	\$56.26
Custom Zones	\$83.19	\$85.27	\$73.62	\$75.46	\$67.97	\$69.67	\$64.77	\$66.39	\$61.98	\$63.53	\$56.98	\$58.40
<b>16 Page Tab • 8 Page Standard • 32 Mini Tabs</b>												
Full Run	\$77.28	\$79.21	\$66.80	\$68.47	\$62.34	\$63.90	\$59.26	\$60.74	\$56.96	\$58.38	\$53.06	\$54.39
Prime Coverage	\$82.45	\$84.51	\$75.62	\$77.51	\$68.52	\$70.23	\$65.09	\$66.72	\$62.29	\$63.85	\$56.82	\$58.24
Custom Zones	\$86.23	\$88.39	\$77.55	\$79.49	\$71.51	\$73.30	\$68.00	\$69.70	\$65.09	\$66.72	\$59.90	\$61.40
<b>20 Page Tab • 10 Page Standard • 40 Mini Tabs</b>												
Full Run	\$79.82	\$81.82	\$68.96	\$70.68	\$64.52	\$66.13	\$61.26	\$62.79	\$58.80	\$60.27	\$54.84	\$56.21
Prime Coverage	\$85.03	\$87.16	\$78.16	\$80.11	\$70.80	\$72.57	\$67.31	\$68.99	\$64.24	\$65.85	\$58.86	\$60.33
Custom Zones	\$88.87	\$91.09	\$80.11	\$82.11	\$73.97	\$75.82	\$70.17	\$71.92	\$67.20	\$68.88	\$61.79	\$63.33
<b>24 Page Tab • 12 Page Standard • 48 Mini Tabs</b>												
Full Run	\$82.40	\$84.46	\$71.39	\$73.17	\$66.65	\$68.32	\$63.28	\$64.86	\$60.86	\$62.38	\$56.72	\$58.14
Prime Coverage	\$87.91	\$90.11	\$80.77	\$82.79	\$73.21	\$75.04	\$69.55	\$71.29	\$66.62	\$68.29	\$60.79	\$62.31
Custom Zones	\$91.73	\$94.02	\$82.88	\$84.95	\$76.27	\$78.18	\$72.46	\$74.27	\$69.41	\$71.15	\$63.83	\$65.43
<b>28 Page Tab • 14 Page Standard • 56 Mini Tabs</b>												
Full Run	\$85.21	\$87.34	\$73.73	\$75.57	\$68.85	\$70.57	\$65.25	\$66.88	\$62.77	\$64.34	\$58.50	\$59.96
Prime Coverage	\$90.89	\$93.16	\$83.43	\$85.52	\$75.73	\$77.62	\$71.45	\$73.24	\$68.52	\$70.23	\$62.68	\$64.25
Custom Zones	\$94.83	\$97.20	\$85.53	\$87.67	\$78.90	\$80.87	\$74.80	\$76.67	\$71.64	\$73.43	\$65.92	\$67.57
<b>32 Page Tab • 16 Page Standard • 64 Mini Tabs</b>												
Full Run	\$87.80	\$90.00	\$76.00	\$77.90	\$70.93	\$72.70	\$67.37	\$69.05	\$64.71	\$66.33	\$60.37	\$61.88
Prime Coverage	\$93.70	\$96.04	\$85.98	\$88.13	\$77.91	\$79.86	\$74.00	\$75.85	\$70.74	\$72.51	\$64.77	\$66.39
Custom Zones	\$97.76	\$100.20	\$88.09	\$90.29	\$81.13	\$83.16	\$77.13	\$79.06	\$73.75	\$75.59	\$67.85	\$69.55
<b>36 Page Tab • 18 Page Standard • 72 Mini Tabs</b>												
Full Run	\$90.50	\$92.76	\$78.28	\$80.24	\$73.11	\$74.94	\$69.28	\$71.01	\$66.77	\$68.44	\$62.16	\$63.71
Prime Coverage	\$96.46	\$98.87	\$88.59	\$90.80	\$80.32	\$82.33	\$76.12	\$78.02	\$73.06	\$74.89	\$66.54	\$68.20
Custom Zones	\$100.62	\$103.14	\$90.63	\$92.90	\$83.53	\$85.62	\$79.20	\$81.18	\$76.07	\$77.97	\$69.84	\$71.59



## Frequency Contracts

Contract must be signed for frequency rate billing. Non-contract inserts are billed at the 1 to 5 time rate. Any page size falling between the page sizes listed below will be billed at the next highest page rate.

Inserts count toward ROP contract fulfillment. To determine the number of inches applied to ROP contracts, divide the cost of the insert by the applicable daily or Sunday rate.

### Frequency contract rebate / short rate

Advertisers who have a frequency contract and achieve a higher level during the contract period may upgrade their contract at the higher level for the remainder of the contract term.

Advertisers who do not achieve contract frequency levels during the contract period will be re-billed for the difference at the appropriate level performed.

### Sizes (Billing)

Broadsheet: Counted times two for tab conversion. More than 190 square inches overall - size per page.

Tabloid: 95 square inches up to 190 square inches in overall size per page.

Mini-tab: Less than 95 square inches in overall size per page.

Mini-tab will be billed a minimum of 12 pages. If the page count falls below 12 pages, it will be billed at the actual number of pages. If the page count is above 12 pages, it will be billed at 1/2 the actual number of pages, but will not be billed at less than 12 pages.

### ROP Support

Up to two (2) full page ROP advertising pages may be purchased at a 50% discount within a window of 15 days prior to or after the insert's publication date. The insert must be distributed a full run daily or 128,000 Sunday to qualify. The discount applies to space only

Minimum charge: \$800.00 per insertion

2nd Insert Discount: 35% discount is available for the second FSI scheduled on the same day on the smaller of the two pieces. The second piece must be zoned for the same distribution as the first to qualify.

We do not accept multi-advertiser inserts from unauthorized outside agents.

The Patriot-News Company will not be responsible for an incomplete production run or inserts arriving without a bill of lading/delivery receipt. Any insert whose size, weight or overall condition interferes with the timely delivery of our newspaper will not be inserted. Any costs incurred by The Patriot-News related to jogging, straightening or other preparations for insertion into the newspaper will be passed along to the advertiser. For additional information on shipping and preparation of inserts, please see the Packaging and Shipping Guide. Call Chris Arnold, FSI Administrator at (717) 257-4742 or your Patriot-News representative.

### Reservation Deadlines:

Daily: 7 calendar days prior to insertion  
 Sunday: 14 calendar days prior to insertion  
 Patriot Plus: 9 calendar days prior to insertion

### Delivery Deadlines:

Daily 3 business days prior to insertion  
 Sunday: 9 calendar days prior to insertion  
 Patriot Plus: 7 calendar days prior to insertion

**For emergencies, delays or questions, call (717) 728-2710 or (717) 257-4742 between 8 am and 4:30 pm. After hours, please call (717) 255-8431.**

### Shipping Address

The Patriot-News Satellite  
 Production Facility  
 1900 Patriot Drive  
 Mechanicsburg PA 17050  
 (717) 728-2710

### Receiving hours: 8 am to 4:30 pm

**2009 Bonus Day Schedule - Special Quantities**  
 (information available from sales rep)

Thursday, November 26th - Thanksgiving Day  
 Friday, December 25th - Christmas

### Size of inserts (Production)

Minimum size - 6"x5"  
 (6 inches across the folded edge, 5 inches front to back)

Maximum size - 12" x 11.5"  
 (12" across the folded edge, 11.5" front to back)

Thickness: must be .005 or greater, measured by a micrometer