

Your success is our business



Preprints
The Modesto Bee

PREPRINT RATES (Subscribers/Single Copy)*

Category	less than 10,000	10,000 to 29,000	30,000 to 79,999	Full** Run
FSI	\$39	\$38	\$37	\$35
4 Tab/2 Std	\$43	\$41	\$39	\$37
8 Tab/4 Std	\$64	\$63	\$62	\$54
12 Tab/6 Std	\$66	\$65	\$64	\$55
16 Tab/8 Std	\$68	\$67	\$66	\$61
20 Tab/10 Std	\$69	\$68	\$67	\$62
24 Tab/12 Std	\$70	\$69	\$68	\$63
28 Tab/14 Std	\$82	\$81	\$80	\$75
32 Tab/16 Std	\$83	\$82	\$81	\$77
36 Tab/18 Std	\$84	\$83	\$82	\$79

PREPRINT BILLING

Preprints with gatefold flaps and/or interior flaps less than one half the width of the insert will be charged for one additional page per flap. Wider gatefold flaps and interior flaps will be charged for two additional pages per flap.

POLICIES

All full run preprinted inserts will be billed on a cost-per-thousand basis using The Modesto Bee's most recent ABC Audit or Publisher's Statement. Please provide an additional 3% for spoilage. Preprints will be measured and billed on the basis of the size of the front unfolded page. An insert that exceeds the sizes indicated will be billed at the appropriate size. One standard page equals 2 tab pages. Preprints should arrive at The Bee 10 days prior to insertion date. The Bee's loading dock is located on I Street between 13th and 14th streets in downtown Modesto.

FREQUENCY DISCOUNT (for paid and non-paid)

Insert/Year Discount	
13-25	2%
26-51	4%
52-76	6%
77-95	8%
96-129	10%
129+	12%

ZONED PREPRINTS

It's your choice! Preprinted inserts can be distributed in any one or combination of 23 zones. Minimum distribution: any one zone. Minimum charge: \$300 per insertion. Sunday zoned distribution at Publisher's option. Ask your Bee account manager for circulation figures for each zone.

PAGE SIZES FOR BILLING

Standard:	Larger than 155 1/4 square inches
Tabloid:	Up to 155 1/4 square inches
Single sheet:	Up to 120 square inches

PREPRINT HOLIDAY DEADLINES

- Martin Luther King, Jr. Day: Monday, January 19
Deadline: Monday, January 12
- President's Day: Monday, February 16
Deadline: Monday, February 9
- Memorial Day: Monday, May 31
Deadline: Monday, May 24
- Labor Day: Monday, September 6
Deadline: Monday, August 30
- Columbus Day: Monday, October 11
Deadline: Monday, October 4
- Veterans Day: Monday, November 15
Deadline: Monday, November 8

MVP RATES (Non-subscribers)
(Rates by weight)

Oz.	Open Rate	Oz.*	Open Rate
0.30	\$33.60	1.20	96.60
0.35	37.10	1.25	100.10
0.40	40.60	1.30	103.60
0.45	44.10	1.35	107.10
0.50	47.60	1.40	110.60
0.55	51.10	1.45	114.10
0.60	54.60	1.50	117.60
0.65	58.10	1.55	121.10
0.70	61.60	1.60	124.60
0.75	65.10	1.65	128.10
0.80	68.60	1.70	131.60
0.85	72.10	1.75	135.10
0.90	75.60	1.80	138.60
0.95	79.10	1.85	142.10
1.00	82.60	1.90	145.60
1.05	86.10	1.95	149.10
1.10	89.60	2.00	152.60
1.15	90.10		

****Pricing will be determined by actual ounce weight of inserts (rounded up to the closest weight on rate card). Call your Account Manager for pricing.**

FSI	0.3
4 Tab/2 Std	0.4
8 Tab/4 Std	0.7
12 Tab/6 Std	0.9
16 Tab/8 Std	1.3
20 Tab/10 Std	1.5
24 Tab/12 Std	1.8
28 Tab/14 Std	2.1
32 Tab/16 Std	2.4
36 Tab/18 Std	2.7

Note: Factors such as paper size, paper type and others can affect the weight of your insert. This table is only a general guide.

Rates subject to change with 60 days written notice.