

10 Preprinted Insert Rates

The Saginaw News provides distribution of preprinted advertising inserts seven days a week to paid subscribers, plus we can provide Extended Market Coverage (EMC) distribution once each week to non-subscribing households in select Saginaw County areas.

FULL RUN CIRCULATION BILLING

Daily 41,000; Saturday 42,000; Sunday 51,000. Numbers are estimates and change quarterly.
Entertaining You Weekly (EMC): Saginaw 32,100; Bay City 17,500

Number of Pages	Times Per Year			Times Per Year			Times Per Year		
	Daily			Sunday Zoned			Sunday Prime*		
	1-3	4-11	12 +	1-3	4-11	12 +	1-3	4-11	12 +
Card	\$27.00	\$26.75	\$26.25	\$29.70	\$29.20	\$28.95	\$28.00	\$27.60	\$27.30
2 Full / 4 Tab	\$35.00	\$31.90	\$31.40	\$36.50	\$35.05	\$34.85	\$35.25	\$32.90	\$32.65
4 Full / 8 Tab	\$51.50	\$47.85	\$46.35	\$54.50	\$53.25	\$51.95	\$52.85	\$49.35	\$48.20
6 Full / 12 Tab	\$62.35	\$58.20	\$56.50	\$65.50	\$64.85	\$63.65	\$63.45	\$59.95	\$58.75
8 Full / 16 Tab	\$78.40	\$73.25	\$70.25	\$83.00	\$81.50	\$79.10	\$80.40	\$75.50	\$73.10
10 Full / 20 Tab	\$90.00	\$85.50	\$81.80	\$95.00	\$93.50	\$92.05	\$92.25	\$86.35	\$85.10
12 Full / 24 Tab	\$95.00	\$89.80	\$84.65	\$100.50	\$99.95	\$95.15	\$97.50	\$92.50	\$88.10
14 Full / 28 Tab	\$97.50	\$94.15	\$88.95	\$106.50	\$104.85	\$100.00	\$102.00	\$96.95	\$92.55
16 Full / 32 Tab	\$103.35	\$98.60	\$93.35	\$110.00	\$109.80	\$104.95	\$107.00	\$101.50	\$97.10
18 Full / 36 Tab	\$106.50	\$102.85	\$97.60	\$116.50	\$114.60	\$109.80	\$114.85	\$106.00	\$101.50
20 Full / 40 Tab	\$112.00	\$109.35	\$104.00	\$122.00	\$121.70	\$117.00	\$118.75	\$112.60	\$108.10
22 Full / 44 Tab	\$116.50	\$113.80	\$108.35	\$128.50	\$126.60	\$121.85	\$123.15	\$117.15	\$112.70
24 Full / 48 Tab	\$120.50	\$118.10	\$112.65	\$132.50	\$131.60	\$126.65	\$126.50	\$121.60	\$117.15

Additional pages in excess of 24 Full / 48 Tab will be billed at \$1.25 per thousand, per additional Tab sized page. The earned paid circulation rate applies to all preprints inserted into Entertaining You weekly (EMC). Thanksgiving premium of 5% on the Daily preprint rates. Thanksgiving preprint reservation deadline is November 6, 2009. Select Market Coverage, sub-zip code distribution and preprint versioning are subject to an up-charge based on local newspaper policy and pricing.

*Distribution below current ABC Fas-Fax of 48,839 will be charged Sunday zoned rates.

SHIPPING AND CONTACT INFORMATION

- Inserts delivered at advertiser's expense to Valley Publishing one week prior to insertion date. Please mark all inserts for The Saginaw News, c/o Valley Publishing. The shipping address for inserts is: The Saginaw News c/o Valley Publishing, 5215 Mackinaw Rd., Bay City, MI 48706.
- Thanksgiving inserts must be delivered ten days prior.
- Receiving hours 8:00 a.m. to 5:00 p.m. Monday through Friday. Call (989) 671-1262 for information.

POLICY

- Preprints inserted on a zoned, partial, or full run basis, subject to ability to handle.
- Preprints must be reserved 10 working days in advance, delivered pre-paid, at least 7 days prior to a weekday insertion date and 10 days prior to a Sunday insertion.
- Secure reservations, quantity needed, and distribution availability well in advance from your sales representative or The Saginaw News preprint coordinator at (989) 776-9662.
- Rates for larger inserts are available upon request.
- When sizes fall between our listed page counts, we will interpolate to determine cost.
- Daily Minimum quantity billed: 5,000 pieces.
- Zones under 12,000 pieces may require distribution on days with other scheduled inserts.
- Sunday zones must have minimum of 20,000 pieces and limited to specific zone combinations.
- Zoned preprints are subject to publisher's availability.

REQUIREMENTS

- Early reservation is suggested.
- We prefer that preprint sections carry "Supplement to The Saginaw News."
- Brick pile on disposable skids, double band on all four sides; do not bundle higher than 5.5 feet; maximum weight each 4,000 lbs., do not double tier in shipment. Turns of 100 or more preferred.
- Maximum acceptable tabloid size is 10.5 inches wide by 11.5 inches deep overall. Regular-sized sections should not exceed 11.5 inches by 20 inches deep overall and should be folded once. Fold must be on the longer dimension of the product.
- Quantities required for full-run distribution are on average 800 greater for the daily Saginaw News and 1,000 greater for Sunday to accommodate additional unpaid circulation and spoilage. Please check with your advertising sales representative for total quantities required.