

On-Target Print & Distribute Gloss Program

Deadlines • Rates • Mechanicals

Let Star Tribune create, print and distribute your ad to targeted zip codes.

2008 PRINT & DISTRIBUTE GLOSS INSERT DEADLINES

IN-HOME DATE	SPACE RES. 1-PROOF (THURS.)	NO PROOF (MON.)	FINAL CHANGES/ CAMERA-READY (WED.)
Dec 28, '07-Jan 24, '08*	Dec 7	Dec 10	Dec 11
Jan 25-Feb 7	Jan 3	Jan 7	Jan 9
Feb 8-Feb 21	Jan 17	Jan 21	Jan 23
Feb 22-Mar 6	Jan 31	Feb 4	Feb 6
Mar 7-20	Feb 14	Feb 18	Feb 20
Mar 21-Apr 3	Feb 28	Mar 3	Mar 5
Apr 4-17	Mar 13	Mar 17	Mar 19
Apr 18-May 1	Mar 27	Mar 31	Apr 2
May 2-15	Apr 10	Apr 14	Apr 16
May 16-29	Apr 24	Apr 28	Apr 30
May 30-June 12	May 8	May 12	May 14
June 13-26*	May 22	May 27	May 28
June 27-July 10	June 5	June 9	June 11
July 11-24	June 19	June 23	June 25
July 25-Aug 7*	July 2	July 7	July 9
Aug 8-21	July 17	July 21	July 23
Aug 22-Sept 4	July 31	Aug 4	Aug 6
Sept 5-18	Aug 14	Aug 18	Aug 20
Sept 19-Oct 2*	Aug 28	Sept 2	Sept 3
Oct 3-16	Sept 11	Sept 15	Sept 17
Oct 17-30	Sept 25	Sept 29	Oct 1
Oct 31-Nov 13	Oct 9	Oct 13	Oct 15
Nov 14-27	Oct 23	Oct 27	Oct 29
Nov 28-Dec 11	Nov 6	Nov 10	Nov 12
Dec 12-25*	Nov 19	Nov 20	Nov 24
Dec 26-Jan 8, '09	Dec 4	Dec 8	Dec 10
Jan 9-22*	Dec 18	Dec 22	Dec 23
Jan 23-Feb 25*	Dec 31	Jan 5	Jan 7

*Deadlines and/or delivery impacted by holidays.

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2008 GLOSS PRICING

STANDARD: 8-1/2" X 11"

VOLUME PER IN-HOME DATE	OPEN RATE	COST PER THOUSAND		
		3X	6X	12X
30,000-49,999	\$72	\$69	\$66	\$63
50,000-99,999	\$70	\$67	\$64	\$61
100,000-249,999	\$66	\$63	\$60	\$57
250,000-499,999	\$62	\$58	\$54	\$50
500,000+	\$58	\$54	\$50	\$46

- 2-sided add \$3/M. Versioning add \$2/M. Print minimum: 30,000.
- Star Tribune distribution only, add \$9/M.

XL/XW: 10" X 12"

VOLUME PER IN-HOME DATE	OPEN RATE	COST PER THOUSAND		
		3X	6X	12X
100,000-249,999	\$75	\$71	\$68	\$65
250,000-499,999	\$70	\$67	\$64	\$61
500,000-749,999	\$66	\$63	\$60	\$57
750,000+	\$61	\$58	\$55	\$52

- 2-sided add \$5/M. Versioning add \$2/M. Print minimum: 100,000.
- Star Tribune distribution only, add \$9/M.

- All print volumes under 30,000 must be custom quoted
- Over-runs: 50% off the 1-time rate based on volume
- Print must be paid in advance for multiple distribution dates
- 80# gloss paper stock
- Standard: 8-1/2" X 11"; image area: 8" X 10-1/2"
- XL/XW: 10" X 12"; image area: 9-1/2" X 11-1/2"

DISTRIBUTION (BOTH INSERTS)

- Daily minimum: 10,000
- Sunday minimum: 40,000

(Minimums apply to any combination of Star Tribune newspaper and *Twin Cities Values* ads. All materials must be distributed within 3 weeks of print date.)

ADVERTISE TODAY BY CALLING YOUR STAR TRIBUNE
REPRESENTATIVE OR 612-673-4000 OR 800-829-8742.