

Print & Distribute Gloss Insert Program

Deadlines • Rates • Mechanicals

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

2010 PRINT & DISTRIBUTE GLOSS INSERT DEADLINES

2010 IN-HOME DATE	SPACE RES. 1-PROOF	NO PROOF	FINAL CHANGES/ CAMERA-READY
Dec. 25-Jan. 7, 2010	Dec. 3	Dec. 7	Dec. 8
Jan. 8-21	Dec. 16	Dec. 18	Dec. 21
Jan. 22-Feb. 4	Dec. 30	Jan. 4	Jan. 6
Feb. 5-18	Jan. 14	Jan. 18	Jan. 20
Feb. 19-Mar. 4	Jan. 28	Feb. 1	Feb. 3
Mar. 5-18	Feb. 11	Feb. 15	Feb. 17
Mar. 19-Apr. 1	Feb. 25	Mar. 1	Mar. 3
Apr. 2-15	Mar. 11	Mar. 15	Mar. 17
Apr. 16-29	Mar. 25	Mar. 29	Mar. 31
Apr. 30-May 13	Apr. 8	Apr. 12	Apr. 14
May 14-27	Apr. 22	Apr. 26	Apr. 28
May 28-June 10	May 6	May 10	May 12
June 11-24	May 20	May 24	May 25
June 25-July 8	June 3	June 7	June 9
July 9-22	June 17	June 21	June 22
July 23-Aug. 5	July 1	July 2	July 7
Aug. 6-19	July 15	July 19	July 21
Aug. 20-Sept. 2	July 29	Aug. 2	Aug. 4
Sept. 3-16	Aug. 12	Aug. 16	Aug. 18
Sept. 17-30	Aug. 26	Aug. 30	Aug. 31
Oct. 1-14	Sept. 9	Sept. 13	Sept. 15
Oct. 15-28	Sept. 23	Sept. 27	Sept. 29
Oct. 29-Nov. 11	Oct. 7	Oct. 11	Oct. 13
Nov. 12-25	Oct. 21	Oct. 25	Oct. 26
Nov. 26-Dec. 9	Nov. 3	Nov. 5	Nov. 9
Dec. 10-23	Nov. 18	Nov. 19	Nov. 22
Dec. 24-Jan. 6, 2011	Dec. 2	Dec. 3	Dec. 7
Jan. 7-20	Dec. 14	Dec. 15	Dec. 17
Jan. 27-Feb. 3	Dec. 29	Jan. 3	Jan. 5

Holidays may impact delivery and/or deadlines.

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2010 GLOSS PRICING

STANDARD: 8.5" X 11", 4-COLOR, 2-SIDED

VOLUME PER IN-HOME DATE	CPM
30,000-49,999	\$74
50,000-99,999	\$72
100,000-249,999	\$68
250,000-499,999	\$63
500,000+	\$59

- 1-sided reduce \$3/M; Versioning add \$2/M; Print minimum: 30,000
- Star Tribune distribution only, add \$9/M
- Frequency rates available for most Print & Distribute products with signed contract

XL/XW: 10" X 12", 2-SIDED

VOLUME PER IN-HOME DATE	CPM
100,000-249,999	\$78
250,000-499,999	\$74
500,000-749,999	\$70
750,000+	\$65

- 1-sided reduce \$5/M; Versioning add \$2/M; Print minimum: 100,000
- Star Tribune distribution only, add \$9/M
- Frequency rates available for most Print & Distribute products with signed contract

- 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: 8.5" X 11"; image area: 8" X 10.5"
- XL/XW: 10" X 12"; image area: 9.5" X 11.5"

DISTRIBUTION (BOTH INSERTS)

- Daily minimum: 10,000
- Sunday minimum: 30,000

(Combination orders must meet minimum quantities above in the Star Tribune newspaper. 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.)

3253303/11/09

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

StarTribune
MINNEAPOLIS • ST. PAUL