

On-Target Print & Distribute Targeted Insert Program

Deadlines • Rates • Mechanicals

DISTRIBUTION

Choose one of three targeting options:

- Daily Star Tribune newspaper and Twin Cities Values (Minimum of 10,000 distributed in select mini-zones in the Wed.-Fri. newspaper)
- Sunday Star Tribune newspaper and Twin Cities Values (Minimum of 40,000 distributed in the newspaper)
- Twin Cities Values (Minimum of 10,000)

PRINT MINIMUM

- 30,000

MECHANICALS

- 2-sided insert
- 5.5" x 11"
- Image area: 5"w x 10.5"h
- 4-color
- 80# glossy paper stock
- All materials must be distributed within 3 weeks of print date
- No perfs; no bleeds
- Overruns: \$23/M, plus shipping

2008 PRICING

	1X	3X	6X	12X
W/Th/F/Sa	\$37	\$36	\$35	\$33
Su	\$46	\$45	\$44	\$42

2008 DEADLINES

2008 INSERT DATES	SPACE RES./1-PROOF	NO PROOF	FINAL CHANGES/CAMERA-READY
Jan 17-30	Dec 26	Dec 28	Jan 2
Jan 31-Feb 13	Jan 10	Jan 14	Jan 16
Feb 14-27	Jan 24	Jan 28	Jan 30
Feb 28-Mar 12	Feb 7	Feb 11	Feb 13
Mar 13-26	Feb 21	Feb 25	Feb 26
Mar 27-Apr 9	Mar 6	Mar 10	Mar 12
Apr 10-23	Mar 20	Mar 24	Mar 26
Apr 24-May 7	Apr 3	Apr 7	Apr 9
May 8-21	Apr 17	Apr 21	Apr 23
May 22-June 4	May 1	May 5	May 7
June 5-18	May 15	May 19	May 21
June 19-July 2	May 29	June 2	June 4
July 3-16	June 12	June 16	June 17
July 17-30	June 26	June 30	July 1
July 31-Aug 13	July 10	July 14	July 16
Aug 14-27	July 24	July 28	July 30
Aug 28-Sept 10	Aug 7	Aug 11	Aug 13
Sept 11-24	Aug 21	Aug 25	Aug 26
Sept 25-Oct 8	Sept 4	Sept 8	Sept 10
Oct 9-22	Sept 18	Sept 22	Sept 24
Oct 23-Nov 5	Oct 2	Oct 6	Oct 8
Nov 6-19	Oct 16	Oct 20	Oct 22
Nov 20-Dec 3	Oct 30	Nov 3	Nov 4
Dec 4-17	Nov 13	Nov 17	Nov 18
Dec 18-31	Nov 26	Dec 1	Dec 3