

# Print & Distribute Targeted Insert Program (TIP)

## Deadlines • Rates • Mechanicals

### 2010 PRICING

DISTRIBUTION DAY	CPM
W/Th/F/Sa	\$41
Sunday	\$48

### 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 30,000 distributed in the newspaper)
- *Twin Cities Values* (Minimum of 10,000)

### PRINT MINIMUM

- 30,000

### MECHANICALS

- 2-sided insert
- 5.5"w x 11"h
- 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

### 2010 SINGLE ADVERTISER DEADLINES

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

• **Note: Holidays may require advanced deadlines.**

See other side for Shared TIP deadlines.

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## Deadlines

### 2010 SHARED TIP DEADLINES

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

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