

## PRE-PRINTED INSERTS

### PRE-PRINTED INSERTS (GROSS)

Single-Page Pre-prints (Up to 11.5" x 10")

#### Cost Per Thousand – (GROSS)

10-50M	51-100M	101-200M	201-300M	300M-UP
\$73.00	\$55.00	\$49.00	\$48.00	\$47.00

### FREE-STANDING INSERTS

- Accepted for Tuesday, Wednesday, Thursday, Friday, and Sunday only. Check with the sales representative for availability. 10,000 minimum daily. 50,000 minimum Sunday.
- Pre-printed inserts (F.S.I.) credit toward fulfillment of an ROP contract will be based on the following formula:  
Advertiser's cost of insert will be divided by Advertiser's current inch rate and will determine the equivalent number of inches contributed toward the ROP contract.
- Introducing local retailers such as department and discount stores, specialty shops, etc. into the mix will change the price structure. Each individual retailer appearing in the insert will be treated as a separate insert and priced accordingly, or subject to surcharge.
- Frequency discounts:

Inserts per year	Discount
5-10	3%
11-26	6%
27-49	9%
50 or more	14%

### FULL RUN AND ZIP CODE PRE-PRINT INSERT RATES (GROSS)

x1000	10-50 CPM	51-100 CPM	101-200 CPM	201-300 CPM	301 or more CPM
4-8 Tab	\$74.00	\$73.00	\$72.00	\$71.00	\$67.00
10 Tab	\$76.00	\$74.00	\$73.00	\$72.00	\$69.00
12 Tab	\$78.00	\$77.00	\$76.00	\$73.00	\$70.00
14 Tab	\$79.00	\$78.00	\$77.00	\$76.00	\$71.00
16 Tab	\$81.00	\$80.00	\$79.00	\$78.00	\$72.00
18 Tab	\$82.00	\$81.00	\$80.00	\$79.00	\$74.00
20 Tab	\$84.00	\$83.00	\$82.00	\$81.00	\$78.00
22 Tab	\$85.00	\$84.00	\$83.00	\$82.00	\$79.00
24 Tab	\$89.00	\$87.00	\$85.00	\$84.00	\$81.00

\* Add \$2.50 CPM every two pages thereafter. Metro size pieces, divide tab size by two.

Refer to information on back for pre-print deadlines and the specifications.

### POLYBAGS

We will deliver newspapers in printed polybags provided they meet our specifications and are delivered to our plant one week prior to distribution. Space reservation is required 14 days in advance. Available Sunday, Monday, Tuesday, Wednesday, Thursday, Friday and Saturday.

**Net rate:** \$69/CPM

Polybags minimum order of 20,000 daily, 75,000 Sunday

Sunday/Wednesday	Daily
11" x 25"	9" x 23"
single wall	single wall
1.2 mil.	1.2 mil.

Bags must be in sleeves of 50. Loose bags are not acceptable. For more information, call (602) 444-8443.

### POLYBAG DEADLINES

**Reservations:** 14 days prior

**Deliver bags:** 7 days prior

Cancellation deadline is 14 days in advance of run date. Cancellations made less than 14 days in advance may be subject to a minimum cancellation fee of 25%, up to 100% of total cost of original order for that date.

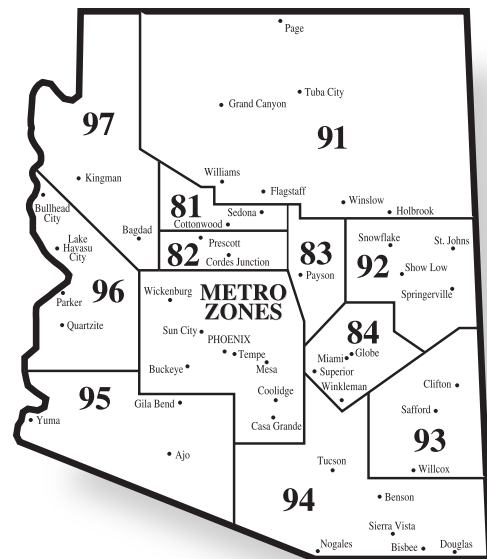
### Deliver polybags to:

Deer Valley Hurley Distribution  
22600 N. 19th Avenue  
Phoenix, Arizona 85207

Hours: 8 a.m. - 3 p.m., Monday - Friday

### STATE BOUNDARIES

Preprints inserted into state boundaries will be distributed in both home delivery and single copy sales as a combo buy.



For details on all of our services call:

National Advertising Department | 200 East Van Buren St. | 3rd Floor | Phoenix, Arizona 85004  
Phone: (602) 444-8443 | Fax: (602) 444-8691 or (602) 444-2417

## PRE-PRINTED INSERTS

Preprint delivery is available on Tuesday, Wednesday, Thursday, Friday, or Sunday. Target your delivery statewide, in the greater Phoenix metro area, by zone, or ZIP code. For the ultimate in targeting, saturation, and efficiency, combine *Arizona Republic* distribution with Buyer's Edge shared mail delivery.

### Deadlines

Space reservation deadline is 14 days prior to publication.  
Deliver Sunday preprints 10 days prior to publication.  
Deliver Weekday preprints 7 days prior to publication.  
Earlier deadlines may prevail on holidays.  
Cancellation deadline is 14 days in advance of run date and may be subject to cancellation charges.

### Minimum Distribution

Minimum distribution of 10,000 daily and 50,000 Sunday is required. Rates for preprints of sizes other than those listed are available upon request.

### Mechanical Measurements

Single-sheet card inserts must be printed on 70-pound stock (.005") or heavier. Inserts of less than eight tabloid pages must weigh the equivalent of 70-pound stock. Inserts of eight tabloid pages or larger should be printed on no less than 30-pound stock.

- **Maximum size:** 11.5" along spine x 10"
- **Minimum size:** 8" x 6"
- **Maximum thickness:** 96 page standard broadsheet

Quarterfolds should be folded no smaller than 8" x 10.5"

### Preprint Recommended Spoilage Guidelines

#### Single Sheet Cards

##### Preprint Thickness

.003-.004"	10%*
.005"	3%*
.006" or greater	2%*

\*OR 500 COPIES, WHICHEVER IS GREATER

### Multiple Page Preprints

#### Single Sheet Cards

Preprint Thickness	Daily
4 page	4%*
6-10 page	3%*
12 page or greater	2%*

\*OR 500 COPIES, WHICHEVER IS GREATER

### Special Sizes

*The Arizona Republic* should be contacted for special packing directions concerning all non-standard size preprints such as envelopes, flexie products, consumer sample packets and enclosures, perforated cards and products with flaps. Tri-folds, non-rectangular or non-square shapes must be approved in advance. Tri-folds must be turned all the same way and bundles should have a layer sheet separating each row.

### Same Day Preprints

An advertiser running different preprint inserts in *The Arizona Republic* (appearing on the same day in full run distribution) will receive a 25% discount off the second and subsequent preprint.

### DELIVERY LOCATION AND HOURS

#### Arizona Republic

Inserts scheduled for distribution must be delivered to our Deer Valley facility.  
22600 N. 19th Avenue, Phoenix, AZ 85027 (just north of Deer Valley Road & east of I-17; west side of building)  
(602) 444-7038 Ron Bromund

(602) 444-7024 Peter Aguirre  
7am-6pm Mon.-Fri.; 7am-2pm Sat. - Sun.; 7am-noon  
Holidays.

### Wednesday Buyer's Edge

Design Mail  
9160 S. McKemy, Suite 106, Tempe, AZ 85284  
(480) 736-1368 (Deliveries accepted Mon.-Fri. 7 am - 4 pm)

### SPECIFICATIONS

Preprinted supplements must be delivered in stacks on non-returnable four-way entry skids or pallets. PerfectPallets are also acceptable. Maximum size: 48W x 48D x 60H. Maximum weight: 2500 pounds. A four-inch minimum access clearance on pallets is required.

All preprinted sections must be stacked in consistent turns, minimum 6" - maximum 12". Product is to be stacked with no turns (preferred) or with as few turns as possible. If turns are necessary to balance the bundle, turns should be no less than 6" in height. Product should be well-jogged with cardboard between every layer to keep preprints stable and flat, securely banded and protected for shipment. A minimum of four bands should be on each skid. Bundles should be tied only for stability issues. Stacked preprints should not extend beyond the dimensions of the pallet. Pallets must be loaded on truck so that pallet flag is displayed facing the forklift operator. Pallets must not be loaded on truck so that pallet flag is displayed facing the forklift operator. Pallets must not be loaded sideways. Preprints not meeting specifications are subject to additional charges.

For preprints being distributed over multiple weeks, each publication date must be on separate skids marked appropriately with skid flag information for each, with quantities and insert dates on bill of lading.

Multiple versions must be delivered on separate pallets and identified by version, run date and quantity. A version identifier should be included on the product.

### Skid flags should be placed on the front and back of skid and contain the following information:

- |   |  |
|---|--|
| ■ Addressee: <i>The Arizona Republic, La Voz</i> , or Design Mail | ■ Quantity on skid                           |
| ■ Total quantity along with delivery address                      | ■ Skid number (1 of total number of skids)   |
| ■ Name of advertiser  | ■ Bar code if possible                       |
| ■ Date of publication   | ■ Printer, address, phone                    |
| ■ Turns of  | ■ Weight, tare                               |
| ■ Bundles of  | ■ Sample of insert on front and back of skid |
| ■ Rows of   |  |

Boxes should be labeled individually with the same information above and not exceed 40 lbs. each.

### Bill of lading should contain the following information:

- |   |                               |
|---|-------------------------------|
| ■ Printer name, address, phone # of contact   | ■ Total weight                |
| ■ Addressee: <i>The Arizona Republic, La Voz</i> or Design Mail along with delivery address | ■ Skid weight                 |
| ■ Number of inserts per skid or carton  | ■ Delivery due date           |
|   | ■ Publication date            |
|   | ■ Total printer order         |
|   | ■ Total # of skids or cartons |
|   | ■ Advertiser name             |

Advertising rates do not cover any transportation surcharge and prepaid shipping loads will be accepted.

*Please Note: Any insert/preprint shipped to The Arizona Republic without having an insertion order placed with an account representative will be charged a holding fee.*

For details on all of our services call:

National Advertising Department | 200 East Van Buren St. | 3rd Floor | Phoenix, Arizona 85004  
Phone: (602) 444-8443 | Fax: (602) 444-8691 or (602) 444-2417