



2009 NATIONAL PREPRINT NET RATES (CPM)

	<u>Daily (NET)</u>	<u>Sunday Full Run (NET)</u>	<u>Sunday Zoned (NET)</u>
Card (no fold)	30.10	34.22	35.00
4 Tab	35.10	39.88	40.70
6 Tab	44.59	50.39	51.41
4 Full - 8 Tab	54.14	60.89	62.12
10 Tab	59.89	67.32	68.65
6 Full - 12 Tab	65.70	73.80	75.28
14 Tab	73.38	82.67	74.15
8 Full - 16 Tab	81.05	91.55	93.38
18 Tab	86.86	98.18	100.11
10 Full - 20 Tab	92.58	104.75	106.85
22 Tab	94.28	106.64	108.83
12 Full - 24 Tab	95.95	108.53	110.67
26 Tab	97.67	111.08	112.25
14 Full - 28 Tab	99.33	113.63	115.92

Rates apply to all BoothMichigan Newspapers.

Whichever preprint rate is earned for the paid circulation is applicable to EMC non-subscriber delivery. Livingston Community News will earn daily rates.

Less than 131.5 square inches finished size = Tab
 No mini-tab rates are available

Select market coverage, including but not limited to sub-zip code distribution and preprint versions, is subject to an upcharge based on local newspaper policy and premium.

- Thanksgiving Day premium of 5 percent on the Daily earned rates.
- Rates for other sizes quoted upon request.
- A retail preprint surcharge of \$8.50 net per thousand per accepted advertiser will be added to the total insert CPM for each page that includes promotion of businesses other than the sponsoring business. Accepted e-commerce surcharge: \$23.50 net per thousand per accepted advertiser. All e-commerce is subject to prior review.
- A travel preprint surcharge of \$9.50 net per thousand per accepted advertiser will be added to the total insert CPM for each page that includes advertising or editorial promotion for businesses other than the sponsoring advertiser.
- Preprint versioning is subject to an up-charge based on local newspaper policy and pricing.
- Increased distribution occurs in some Booth newspapers during holiday periods and non-Sunday holidays. More inserts will be needed if an advertiser desires full distribution (increased amounts will be charged). Contact Tricia Berkompas or Mary Weis for details: 616.222.5567 or tberkompas@boothmichigan.com / mweis@boothmichigan.com
- Advanced reservation is required—minimum of one month or as available.
- Please ship inserts directly to each BoothMichigan newspaper (see shipping addresses on separate page).
- Ship inserts on skids; bundles turned 50 per turn. Inserts must arrive 10 business days prior to insertion date.