

TOOELE TRANSCRIPT BULLETIN

ADVERTISING RATES

Effective January 1, 2013

Local Open Rate

\$6.75 NET per column inch

National Rate **\$7.94**

15% Commissionable for Agencies

Monthly earned rate, display schedule

(Rates are net, Inches must be earned in a 30 day period. These rates do not apply to barter agreements)

50 column inches.....	per col. inch	\$6.50
100 column inches.....	per col. inch	\$6.25
200 column inches.....	per col. inch	\$6.00
300 column inches.....	per col. inch	\$5.75
400 column inches.....	per col. inch	\$5.50
500 column inches.....	per col. inch	\$5.25
1000 column inches.....	per col. inch	\$5.00

Contract rates available

www.tooeletranscript.com Web Ads: Reach another 50,000 visitors per month. Run same ad as the newspaper.

1/8 page & Below (16-0 inches): \$10 per week

1/4 page & Below (33-17 inches): \$18 per week

1/2 page & Below (66-34 inches): \$30 per week

Full page & Below (129-67 inches): \$50 per week

Circulation

The Tooele Transcript-Bulletin is delivered every **Tuesday** and **Thursday** evening by independent paper carriers and second class mail. Total paid circulation (publisher's sworn statement) is 7,965 homes. We reach over 48% of Tooele City and 48% of Tooele County with a readership of over 25,000 people. Regular subscription rates are \$37.00 per year for carrier service. \$42.00 per year in-county, \$73.00 per year outside county, by second class mail. Newsstand price is 50 cents per issue.

Color

\$50 per color for any size ad. All color charges are in addition to space rates. 4-color @ \$200

Inserts

Preprinted inserts must be half folded and measure no more than 12 x 11. Deadline for delivery to the Transcript-Bulletin is 2 days before publication.

See Preprint Rate Sheet for rates.

Maximum distribution is **16,585** copies (Including TMC). Minimum distribution is **2,000**. Distribution costs are in addition to printing costs. All inserts are done mechanically in our plant prior to carriers receiving each issue.

Special Services

- Professional layout is provided FREE of charge (at a reasonable amount) for all Run-Of-Paper (ROP) ads ordered to be published in the newspaper.
- Layout for anything other than ROP ads will be charged. This includes inserts, flyers and ads for publications other than the Transcript-Bulletin.
- 4-color (process color) for ROP ads or inserts is available to any advertiser. Color photo and separation charges will be paid by the advertiser.
- An extensive collection of professional clip art is available at no charge for ROP ads.
- Proofs shown on request within deadline.

Advertising Deadlines

Copy and all reproduction material must be in the Transcript-Bulletin office by the day and time shown below:

<u>Ads to appear:</u>	<u>Accepted Until:</u>
Tuesday	Friday, 5:00 p.m.
Thursday	Tuesday, 5:00 p.m.
"EXTRA"	Monday, 5:00 p.m.

Double trucks, tabloid sections, ads with color and multiple page ads requiring layout must be turned in earlier. Notices of earlier deadlines because of holidays or other extenuating circumstances will appear prominently in timely issues of the newspaper.

Policy

- The Transcript-Bulletin attempts to accept only reliable advertisements but will not be responsible to the public for advertisements, nor are the views expressed in them necessarily those of the Transcript-Bulletin.
- Advertising rates are subject to change at any given time.
- Payment is required in advance until credit has been established. Accounts are invoiced each week. Statements will be sent at the end of each month. Payments will show on statements only. Accounts are due and payable within 30 days following billing. Interest on unpaid balances will be charged at the rate of 1.5% per month (18% per year) effective 30 days after billing.
- Political ads must be paid in advance except when placed by recognized agencies.
- Alcoholic beverage and tobacco advertising is not accepted.
- Cancelled advertisements will be charged \$1.50 per column inch for layout costs.

NEW Tooele Valley EXTRA (TMC)

The Tooele Valley EXTRA is delivered to all of the non-subscribers in Tooele Valley by the US Post Office. Combined with the Transcript-Bulletin, it accounts for 99% coverage of Tooele Valley or 16,585 homes. Delivered Thursday.

Open pickup rate net (per col. inch).....**\$2.50**
(Pick-up from the Tooele Transcript-Bulletin)

Regular open rate net (per col. inch).....**\$6.50**

Advertising Regulations

- ROP advertisements will be positioned at publisher's option. Position requests will be given every consideration but none are guaranteed, sold or implied.
- We reserve the right to insert above and below any copy the words "paid advertisement."
- We reserve the right to revise or reject, without notice, any ad, at any time, for any reason.
- All political advocacy advertising must state the name(s) of the person(s) responsible for publication.
- If we are at fault, we will reprint the ad or portion of the ad in which an error occurs that materially affects the ad's value. We are not liable for non-insertion of any advertisement beyond the prepaid amount for such ad. Nor are we responsible for any mistake past the first insertion. It is the advertiser's responsibility to inform us of an error in the first publication. We are not liable for lost sales that resulted from a mistake or missed insertion.
- Advertiser's assign to the Transcript-Bulletin title, right and copyright interests to all layouts which represent the creative effort of the Transcript Bulletin in illustration, labor, composition or material and may not authorize any reproduction of such advertising without the consent of the Transcript-Bulletin.

Mechanical

Conforms to SAU format. Printed offset. Standard Broad sheet page is 6 columns (72 picas) by 2 1/2 inches (129 col. inch). Column width is a standard 11 picas 2 points with a 1 pica gutter between columns.

1 column.....	11 picas 2 points.....	1.861"
2 columns.....	23 picas 4 points.....	3.889"
3 columns.....	35 picas 6 points.....	5.917"
4 columns.....	47 picas 8 points.....	7.945"
5 columns.....	59 picas 10 points.....	9.972"
6 columns.....	72 picas.....	12"
Double Truck.....	150 picas.....	25"



58 North Main, P.O. Box 390, Tooele, Utah 84074
(435) 882-0050, Fax (435) 882-6123, SLC 355-6525

Classified ADVERTISING RATES

Effective January 1, 2013

Classified Display Rates

Classified Display **\$4.50**
per column inch
3-month contract **\$3.75**
per column inch

Classified Liner Rates

Classified Liner **\$6.00** 20 words
Additional Words **30¢** ea
Tooele Valley Extra Pickup Rate **50¢**
Monthly Rate \$25.00
8 consecutive runs up to 20 words. Includes Tooele Valley Extra
Additional Words **\$2.00** ea

Circulation

The Tooele Transcript-Bulletin is delivered every Tuesday and Thursday evening by independent paper carriers and second class mail. Total paid circulation (publisher's sworn statement) is 7,965 homes. We reach over 55% of Tooele City and 48% of Tooele County with a readership of over 27,000 people. Regular subscription rates are \$37.00 per year for carrier service and \$42.00 per year in-county, \$73.00 per year outside county, by second class mail. Newsstand price is 50 cents per issue. Online edition: \$50 per year

Color

\$100 per color for any size ad. All color charges are in addition to space rates.

Special Services

- Professional layout is provided FREE of charge (at a reasonable amount) for all classified display ads ordered to be published in the newspaper.
- Layout for anything other than classified display ads will be charged. This includes inserts, flyers and ads for publications other than the Transcript-Bulletin.
- 4-color (process color) for classified display ads or inserts is available to any advertiser. Color photo and separation charges will be paid by the advertiser.
- An extensive collection of professional clip art is available at no charge for classified display ads.
- Proofs shown on request within deadline.

CLASSIFIED DISPLAY Advertising Deadlines

Copy and all reproduction material must be in the Transcript-Bulletin office by the day and time shown below:

<u>Ads to appear:</u>	<u>Accepted Until:</u>
Tuesday	Friday, 5:00 p.m.
Thursday	Tuesday, 5:00 p.m.
Tooele Valley Extra	Tuesday, 12:00 noon

Notices of earlier deadlines because of holidays or other extenuating circumstances will appear prominently in timely issues of the newspaper.

CLASSIFIED LINER Advertising Deadlines

Copy and all reproduction material must be in the Transcript-Bulletin office by the day and time shown below:

<u>Ads to appear:</u>	<u>Accepted Until:</u>
Tuesday	Monday, 4:45 p.m.
Thursday	Wednesday, 4:45 p.m.

Policy

- The Transcript-Bulletin attempts to accept only reliable advertisements but will not be responsible to the public for advertisements, nor are the views expressed in them necessarily those of the Transcript-Bulletin.
- Advertising rates are subject to change at any given time.
- All classified ads must be paid at time of placement unless other specific arrangements have been made.
- Payment is required in advance until credit has been established. Accounts are invoiced each week. Statements will be sent at the end of each month. Payments will show on statements only. Accounts are due and payable within 30 days following billing. Interest on unpaid balances will be charged at the rate of 1.5% per month (18% per year) effective 30 days after billing.
- Political ads must be paid in advance except when placed by recognized agencies.
- Alcoholic beverage and tobacco advertising is not accepted.
- Cancelled advertisements will be charged \$2.00 per column inch for layout costs.
- All classified line ads scheduled for Thursday will also be published in the Tooele Valley Extra at an extra 50¢.

Tooele Valley EXTRA (TMC)

The Tooele Valley EXTRA is delivered to all of the non-subscribers in Tooele Valley. Combined with the Transcript-Bulletin, it accounts for 100% coverage of Tooele Valley or 16,632 homes.

Open pickup rate net (per col. inch).....**\$2.50**
(Pick-up from the Transcript-Bulletin based on 6 col.)
Regular open rate net (per col. inch).....**\$6.75**
(Based on 6 col.)

Advertising Regulations

- Display classified ads will be placed as near as possible to the classification that you specify.
- We reserve the right to insert above and below any copy the words "paid advertisement."
- We reserve the right to revise or reject, without notice, any ad, at any time, for any reason.
- All political advocacy advertising must state the name(s) of the person(s) responsible for publication.
- If we are at fault, we will reprint the ad or portion of the ad in which an error occurs that materially affects the ad's value. We are not liable for non-insertion of any advertisement beyond the prepaid amount for such ad. Nor are we responsible for any mistake past the first insertion. It is the advertiser's responsibility to inform us of an error in the first publication.
- Advertiser's assign to the Transcript-Bulletin title, right and copyright interests to all layouts which represent the creative effort of the newspaper in illustration, labor, composition or material and may not authorize any reproduction of such advertising without the consent of the Transcript-Bulletin.

Mechanical

Mechanical specifications: Page size is 9 columns by 21½ inches. Each column measures 9 picas (1¼ inches).
1 column7 picas...6 points.....approx. 1¼ inches
2 columns.....15 picas...6 points.....approx. 2½ inches
3 columns23 picas...6 points.....approx. 3¾ inches
4 columns31 picas...6 points.....approx. 5¼ inches
5 columns39 picas...6 points.....approx.6½ inches
6 columns47 picas...6 points.....approx. 7¾ inches
7 columns.....55 picas...6 points.....approx. 9¼ inches
8 columns.....63 picas...6 points.....approx 10½ inches
9 columns.....71 picas...6 points.....approx. 12 inches

85%

of Transcript-Bulletin readers say they do read the classifieds. In fact, 70% of readers polled say they read classifieds every issue. Of those who placed ads, 81% say they had good or excellent results.

58 North Main • P.O. Box 390 • Tooele, Utah 84074
(435) 882-0050 • Fax (435) 882-6123 • SLC 355-6525

TOOELE TRANSCRIPT BULLETIN

Circulation Card

October 1, 2012

Zip	City	TOOELE TRANSCRIPT BULLETIN Paid	TMC Tooele Valley Extra	Total
84074	Tooele, Erda, Stansbury Park	6,459	7,311	13,770
84029	Grantsville	1,238	1,297	2,535
84022	Dugway	36	—	36
84071	Stockton	120	59	179
84080	Vernon	47	45	92
84083	Wendover	12	—	12
84069	Clover	48	—	48
84034	Ibapah	5	—	5
	TOTAL	7,965	8,712	16,677

Transcript-Bulletin Circulation: **7,965**

Tooele Valley Extra Circulation: **8,712**

Total Market Coverage: 16,677

TOOELE TRANSCRIPT BULLETIN

Effective January 1, 2012

PREPRINT RATES

Preprint Size	Open Rate	4 Times	8 Times	16 Times	32 Times	52 Times
Single Sheet	\$42	\$40	\$37.80	\$35.70	\$33.60	\$31.50
2 std./4 tab	\$47	\$44.65	\$42.30	\$39.95	\$37.60	\$35.25
4 std./8 tab	\$52	\$49.40	\$46.80	\$44.20	\$41.60	\$39.00
6 std./12 tab	\$57	\$54.15	\$51.30	\$48.45	\$45.60	\$42.75
8 std./16 tab	\$62	\$58.90	\$55.80	\$52.70	\$49.60	\$46.50
10 std./20 tab	\$67	\$63.65	\$60.30	\$56.95	\$53.60	\$50.25
12 std./24 tab	\$72	\$68.40	\$64.80	\$61.20	\$57.60	\$54.00
14 std./28 tab	\$77	\$73.15	\$69.30	\$65.45	\$61.60	\$57.75
16 std./32 tab	\$82	\$77.90	\$73.80	\$69.70	\$65.60	\$61.50
18 std./36 tab	\$87	\$82.65	\$78.30	\$73.95	\$69.60	\$65.25
20 std./40 tab	\$92	\$87.40	\$82.80	\$78.20	\$73.60	\$69.00
22 std./44 tab	\$95	\$92.00	\$85.50	\$80.75	\$76.00	\$71.25

Prices are indicated as cost per thousand for distribution of 6,000 or more. \$75 minimum Insertion Cost for amounts below 2000.
Tooele Valley Extra Rates on Separate Sheet.

Delivery Days

Paid Circulation is delivered every **Tuesday & Thursday (Twice per week)**
TMC (Tooele Valley Extra) is delivered every **Thursday**

Deadline

Preprints must be delivered to the Transcript-Bulletin by the day shown below:

Preprints to Appear:

Tuesday
Thursday
"EXTRA"

Received by:

Previous Friday
Previous Monday
Previous Monday

Printing of Inserts: Copy deadline one week prior to publication day.

Preprint Circulation

Tooele County Maximum (TMC): **16,632** (Need 1% more for spoilage)
Paid Circulation: **8,140** *Distribution by Zip Code available.*

Mechanical & Shipping

All preprints are inserted mechanically. Preprints must not be larger than 13"X11.25".
We can fold preprints at an additional cost. Preprints can be sent in boxes or on pallets.
Shipping Address: 58 North Main, Tooele, Utah 84074, Mon.-Fri. 8:00 AM - 6:00 PM

58 North Main, P.O. Box 390, Tooele, Utah 84074
(801) 882-0050, Fax (801) 882-6123, SLC 355-6525

Effective
January 1, 2012



EXTRA PREPRINT TMC RATES

Weight (oz.)	Open Rate	4 Times	8 Times	16 Times	32 Times	52 Times
8.5X11 60# offset	\$42	\$39.90	\$37.80	\$35.70	\$33.60	\$31.50
.3	\$44	\$41.80	\$39.60	\$37.40	\$35.20	\$33.00
.4	\$48	\$45.60	\$43.20	\$40.80	\$38.40	\$36.38
.5	\$54	\$51.30	\$48.60	\$46.31	\$44.01	\$41.80
.6	\$60	\$57.00	\$54.00	\$51.45	\$48.90	\$46.44
.7	\$66	\$62.70	\$59.40	\$56.60	\$53.79	\$51.08
.8	\$72	\$68.40	\$64.80	\$61.74	\$58.68	\$55.73
.9	\$78	\$74.10	\$70.20	\$66.89	\$63.57	\$60.37
1.0	\$84	\$79.80	\$75.60	\$72.03	\$68.46	\$65.02
1.15	\$92	\$87.40	\$82.80	\$78.89	\$74.98	\$71.21
1.25	\$97	\$92.15	\$87.30	\$83.18	\$79.06	\$75.08
1.3	\$100	\$95.00	\$90.00	\$85.75	\$81.50	\$77.40
1.4	\$105	\$99.75	\$94.50	\$90.04	\$85.58	\$81.27
1.5	\$110	\$104.50	\$99.00	\$94.33	\$89.65	\$85.14
1.6	\$115	\$109.25	\$103.50	\$98.61	\$93.73	\$89.01
1.7	\$120	\$114.00	\$108.00	\$102.90	\$97.80	\$92.88
1.8	\$125	\$118.75	\$112.50	\$107.19	\$101.88	\$96.75
1.9	\$130	\$123.50	\$117.00	\$111.48	\$105.95	\$100.62
2.0	\$135	\$128.25	\$121.50	\$115.76	\$110.03	\$104.49
2.1	\$140	\$133.00	\$126.00	\$120.05	\$114.10	\$108.36
2.2	\$145	\$137.75	\$130.50	\$124.34	\$118.18	\$112.23

Prices are indicated as cost per thousand for distribution of 5,000 or more. \$100 minimum Insertion Cost for amounts below 2000.

Delivery Days

Tooele Valley Extra is delivered every **Thursday Afternoon** by the **US Post Office**

Deadline

Preprints must be delivered to the Transcript-Bulletin by the day shown below:

Preprints to Appear:
"EXTRA"

Received by:
Previous Monday

Printing of Inserts: Copy deadline one week prior to publication day.

Mechanical & Shipping

All preprints are inserted mechanically. Preprints must not be larger than 13"X11.25". We can fold preprints at an additional cost. Preprints can be sent in boxes or on pallets.

Shipping Address: 58 North Main, Tooele, Utah 84074, Mon.-Fri. 8:00 AM - 6:00 PM

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