

2021 Rates

1. Name of Newspaper: _____

Day(s) of Publication: (circle day(s)) Su Mo Tu Wed **Th** Fri Sat Paid Circulation: _____
(from line 15c of Publisher's statement)

2. ROP Rates (as of January 1, 2021)

National (commissionable rate): Sun \$ _____ Wkdy \$ _____ Prem/TMC \$ _____

Retail/Net Rate: Sun \$ _____ Wkdy \$ _____ Prem/TMC \$ _____

3. Color Rates (NET)

SUN 1 Color(spot): _____ 2 Color: _____ 3 Color/Full Process: _____ **OR** Per Column Inch: _____ pci

WKDY 1 Color(spot): _____ 2 Color: _____ 3 Color/Full Process: _____ **OR** Per Column Inch: _____ pci

4. Insert Rates (net)

Minimum # required: _____

Flat Rate: _____ If so, What? \$ _____

Do you zone inserts? _____ By _____

Send inserts to paper? _____ or send to printer? _____

Shipping Address for inserts:

5. Rates Per Thousand: (net)

Single Sheet _____

4 pg Tab _____

8 pg Tab _____

12 pg Tab _____

Insert Deadline (days): _____

Is folding required? _____

6. CIRCULATION

Paid Circ

Sun: _____ Dly: _____

TMC Circ: _____

TOTAL Circ: _____

*** Please attach circ breakdown by zip code**

7. TMC Product (Do you have one? _____ If NO, skip to #8)

Do your ROP rates above include a run in your TMC? _____

What day does your TMC publish? _____

TMC pick-up rate: _____ (circle: net or gross)

8. Magazine Name: _____

Publication freq (mthly, qtrly): _____

Deadline: _____

**** Please attach your magazine rate card! ****

9. Classified Information

National (commissionable) Classified Display Rate: Sun: _____ Wkdy: _____ (weeklies fill in Wkdy)

Recruitment Classified Display Rate (if different from above): Sun: _____ Wkdy: _____ gross or **net?**

10. Classified Specs: 1-col: _____ 2-col: _____ 3-col: _____ 4-col: _____ 5-col: _____

Number of cols: _____ 6-col: _____ 7-col: _____ 8-col: _____ 9-col: _____ 10-col: _____

11. ROP Specs: # of Columns _____ Full Page Depth: _____

1-col: _____ 2-col: _____ 3-col: _____ 4-col: _____ 5-col: _____ 6-col: _____

* If modular, please include specs sheet for different sizes.

12. Deadlines (please indicate day, i.e. for Sunday: Thurs, 4pm, Weekday: 3 bus. days prior)

Dailies: Sunday _____ Weekday _____ (days prior) Weeklies: _____

13. Net non-profit rates: Sun: _____ Wkdy (weeklies): _____

14. Advertising Contact you wish to be listed on our updated rate sheet: (please type or print neatly)

Name: _____ Direct phone: _____

Email: _____ Web site: _____

RETURN BY FRIDAY, DEC. 4, 2020

Email to: leigh2@alabamapress.org

ALONG WITH A COPY OF YOUR RATE CARDS!