



Destinations & Hotel Advertising Rates

Effective December 29, 2008

ALL RATES SHOWN ARE NET.

With the exception of ads ordered at Open rate, an Annual Advertising Contract is required. See the General Information Booklet for holiday dates and rates. Advertiser agrees to the terms and conditions in the Annual Advertising Contract, the current rate card, and in the General Information Booklet. (documents are available for review at www.sacbee.com/advertiser/)

The Benefits of Annual Advertising Contracts

In today's economy, you want to make every marketing dollar count. And because your time is valuable, you need a system that's flexible. Our Annual Advertising Contract gives you that flexibility. Every dollar you invest in any of our products*, including sacbee.com and direct marketing, counts toward your Annual Advertising Contract. You'll receive discounts based on your combined billings for all products. Whether you place your ads in full run or zoned run of paper, preprint or single sheet inserts, online or direct marketing, the total of all products combined is used to calculate your Annual Investment Level discounts. Your account manager will help you take full advantage of every product we offer so you can target your audience with the advertising message you choose, on a schedule and budget that works for you.

*The only dollars that do not count toward your Annual Advertising Contract are Pass Through Expenditures such as postage and agency commissions.

Destinations & Hotels ROP (Full Run) (per column inch)

Minimum ad size is 3".

Annual Investment Level	Mon-Wed	Thu-Sat	Sun
Open	\$138	\$150	\$194
\$1,500	114	125	162
5,000	112	123	160
10,000	111	122	153
20,000	110	121	148
40,000	109	118	143
60,000	108	117	138

Online

All ROP rates automatically include online exposure for seven (7) consecutive days from the first published date at sacbee.com, otherwise valued at 20% of the ad cost. This additional exposure also includes free links to an e-mail address and advertiser website. Additional work from the advertiser is not required.

Destinations & Hotels Color (percentage of ad space cost, subject to availability) Minimum ad size for color is 6".

Ad Size	Full Color
126"+	17%
90 to 125.9"	23%
63 to 89.9"	29%
31.5 to 62.9"	33%
18 to 31.4"	36%
6 to 17.9"	40%

ROP Repeat Discounts (discount off ROP)

Discounts only apply to same size ads with no changes. Ads must run within six (6) days of original, first insertion. All ads must be ordered at the same time. Minimum ad size is 3". Discounts do not apply to Color or Contract Programs, unless specified.

Insertion	Mon-Wed	Thu-Sat	Sun
1st	Full Price	Full Price	Full Price
2nd	35%	25%	15%

Contract Program

An Annual Advertising Contract is required. Once you've determined your Annual Investment Level, you may participate in the following Contract Program designed to stretch your advertising dollars even further. Contract Program requirements must be completed within the same contract term as the Annual Advertising Contract. Ads not meeting Contract Program requirements will be billed at ROP rates. Rates for unfulfilled Contract Programs will be adjusted per the Contract terms (Rebilled Amount).

Impact Ad Program (per ad - net)

Maximize the impact of your advertising. A larger ad will have greater impact and reach during your peak season. Additional discounts do not apply. Advertiser is automatically enrolled in this program when contract is accepted.

Annual Investment Level	Quarter Page (31.5")	Eighth Page (15.75")
Open	N/A	N/A
\$1,500	\$3,062	\$1,914
5,000	3,017	1,886
10,000	2,901	1,813
20,000	2,803	1,752
40,000	2,706	1,691
60,000+	2,609	1,630