

2009 Sacramento-Modesto DMA General Rates

Effective December 29, 2008

ALL RATES SHOWN ARE GROSS.

With the exception of ads ordered at Open rate, an Annual Advertising Contract is required. Each Monday begins a new week. All rates are gross/commissionable. 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, 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 or online, 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.

Sacramento-Modesto DMA

General ROP (Full Run) (per column inch)

Minimum ad size is 3"

Investment Group	Net Annual Investment Level	Mon-Wed	Thu-Sat	Sun
A	Open	\$411	\$432	\$491
	\$10,000	382	402	456
	14,000	377	397	450
	20,000	373	393	446
B	27,000	367	386	438
	35,000	362	382	432
	45,000	359	378	429
	60,000	357	375	427
C	90,000	352	370	421
	125,000	344	364	412
	170,000	335	352	402
D	220,000	330	347	394
	320,000	323	340	385
	420,000	308	324	367
E	650,000	294	310	349
	850,000	283	297	339
	1,250,000 +	275	289	329

Sacramento-Modesto DMA

General Color (per ad, subject to availability)

Minimum ad size for color is 6".

	Ad Size	Mon-Wed	Thu-Sat	Sun
Full Color	Less than Quarter Page (6 -31.4")	\$3,085	\$3,605	\$3,670
	Larger than Quarter Page (31.5 - 126")	4,210	4,930	4,990

DMA - Travel (per column inch)

Mon-Wed	Thu-Sat	Sun
\$252	\$268	\$304

DMA Color - Travel (per ad, subject to availability)

Minimum ad size for color is 6".

	Ad Size	Mon-Wed	Thu-Sat	Sun
Full Color	Less than Quarter Page (6 -31.4")	\$2,370	\$2,775	\$2,860
	Larger than Quarter Page (31.5 - 126")	3,825	4,475	4,510

See the General Information Booklet for holiday dates and rates.

Premium Positions

20% charge for premium position subject to availability

Online

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

Send online materials to: sacbeecreative@gmail.com