

2009 Sacramento-Modesto DMA Local General Advertising 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

Local General ROP (Full Run) (per column inch)

Minimum ad size is 3"

Investment Group	Net Annual Investment Level	Mon-Wed	Thu-Sat	Sun
	Open	\$314	\$329	\$375
A	\$5,000	287	303	344
	10,000	284	299	341
	14,000	280	296	339
	20,000	279	294	336
B	27,000	278	293	334
	35,000	276	291	331
	45,000	275	288	330
	60,000	274	287	329
C	90,000	271	286	326
	125,000	258	280	319
	170,000	256	271	311
D	220,000	253	266	304
	320,000	242	256	291
	420,000	237	249	285
E	650,000	225	239	273
	850,000	220	230	263

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Local 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")	\$2,685	\$3,220	\$3,195
	Larger than Quarter Page (31.5 - 126")	3,670	4,050	4,105

See the General Information Booklet for holiday dates and rates. Advertising within the categories of Food & Beverage Manufacturers, National and Regional Insurance, Pharmaceutical, and Political & Advocacy receive extended circulation and are billed at Sacramento DMA Buy rates.

Premium Positions

20% charge for premium position. Subject to availability.

Online

All ROP rates automatically include online exposure for seven (7) consecutive days from the first published date at sacbee.com, 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