



2009 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.

All rates shown are gross

General ROP (Full Run) (per column inch)

Minimum ad size is 3".

Investment Group	Net Annual Investment Level	Mon-Wed	Thu-Sat	Sun
I	Open	333	350	405
	10,000	312	327	378
	14,000	308	324	372
	20,000	304	320	368
II	27,000	301	314	364
	35,000	297	310	359
	45,000	294	308	356
	60,000	291	306	354
III	90,000	289	303	349
	125,000	283	297	342
	170,000	277	289	335
IV	220,000	271	284	327
	320,000	266	279	321
	420,000	255	266	307
V	650,000	243	255	292
	850,000	236	245	284
	1,250,000 +	230	239	277

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 ad space. This additional exposure also includes free links to an e-mail address and advertiser website. Additional work from advertiser is not required.

Send online materials to: sacbeecreative@gmail.com

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 31.5 inches. Discounts do not apply to Color or Online.

Insertion	Mon-Wed	Thu-Sat	Sun
1st	Full Price	Full Price	Full Price
2nd	25%	15%	10%

General Color (percentage of ad space cost, subject to availability)

Minimum ad size for color is 6". Maximum color charge is \$4,900.

Ad Size	Full Color
90"+	20%
63 to 89.9"	35%
31.5 to 62.9"	40%
6 to 31.4"	45%

Special ROP Discounts (discounts off ROP)

The Sacramento Bee provides special discounts for selected sections, advertisers, and groups of advertisers. Some of these discounts require special circumstances. Please discuss your eligibility with your account manager before scheduling your ads. Special ROP discounts do not apply to Color or New California Buys.

OnTV	45%	Create a high visibility message with The Sacramento Bee's television magazine! Add 50% of ROP charges for Full Color.
Feature Editions	10%	Feature editions offer you opportunities to reach targeted markets throughout the year.
Church/Charity	20%	Subject to prior management approval.
Colleges	20%	Subject to prior management approval.
Political	\$650K Level	Applies to ads for statewide or national issues and elected offices. Ad copy is subject to review and ad must be identified as a "Paid Political Advertisement" or "Paid Advertisement."

Premium Positions

20% charge for premium position. Subject to availability.

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Frequency Program (Consecutive Weeks) (per column inch)

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

To qualify, at least one insertion must be run each week. Weeks must be consecutive. Minimum ad size is 6". Any additional ROP advertising beyond the minimum weeks will earn the contracted Frequency Program rate, provided the program requirements continue to be met. Repeat and Special ROP discounts apply.

Minimum # of Weeks	Mon-Wed	Thu-Sat	Sun
6	\$301	\$314	\$364
13	294	308	356
26	289	303	349
Annual (48 of 52 weeks)	277	289	335

Bee Preprints (per thousand)

Rates for distribution of Bee inserts (available Tuesday-Sunday) are based on page size (dimensions), number of pages, distribution, and your Annual Investment Level. Preprint sizes: Flexi - Up to 75 square inches; Tab - Up to 160 square inches; Standard - Up to 300 square inches. Larger size pages will be assessed in flexi page units of 75 inches. Add \$2 per thousand for each additional four tab or two standard pages. Repeat discounts do not apply.

			Open Rate	
Standard	Tab	Flexi	Full Run	Custom
Card/Single Sheet			\$57	\$79
2 pg	4 pg	8 pg	67	102
4	8	16	81	120
6	12	24	94	139
8	16	32	107	153
10	20	40	126	180
12	24	48	137	193
14	28	56	147	205
16	32	64	155	214
18	36	72	163	222
20	40	80	165	224
22	44	88	169	228
24	48	96	171	231

Investment Group	I	II	III	IV	V
Discount off Preprint Open Rate	8%	10%	12%	14%	16%

New California Buy (per column inch)

All rates are gross/commissionable.

The Sacramento, Fresno, and Modesto Bees comprise the New California Buy, which enables you to reach California's third largest market at discounted rates with one order and one bill convenience. Combination rate available only when all three papers are simultaneously purchased as a group. No other discounts apply.

Mon-Wed	Thu-Sat	Sun
\$476	\$514	\$601

New California Buy Color (per ad, subject to availability)

Minimum ad size for color is 6.

	Mon-Wed	Thu-Sat	Sun
Full Color	\$4,800	\$5,250	\$5,700

New California Group Buy Instructions

Two step procedure:

1. Send one insertion order to The Sacramento Bee.
2. Send artwork directly to individual papers unless prior arrangements have been made with Sacramento. Mail artwork to:

The Sacramento Bee - National Advertising

2100 Q Street, Sacramento, CA 95816
(916) 321-1475 • Fax: (916) 326-5576
Email: adcreation@sacbee.com

The Modesto Bee - National Advertising

1325 H Street, Modesto, CA 95354
(209) 578-2064 • Fax: (209) 578-2099
Upload: <http://addesk.modbee.com>

The Fresno Bee - National Advertising

1626 E Street, Fresno, CA 95786
(559) 441-6250 • Fax: (559) 441-6458
Email: beeads@fresnobee.com

Travel (per column inch)

Mon-Wed	Thu-Sat	Sun
\$224	\$235	\$273

See the General Information Booklet for holiday dates and rates.