



2009 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.

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

Minimum ad size is 3".

	Net Annual Investment Level	Mon-Wed	Thu-Sat	Sun
	Open	\$232	\$250	\$289
I	\$5,000	211	228	263
	10,000	210	222	260
	14,000	209	221	259
	20,000	208	218	256
II	30,000	206	217	255
	45,000	205	214	251
	60,000	204	213	250
	70,000	203	212	249
III	90,000	202	211	248
	150,000	192	206	238
	220,000	188	198	232
	250,000	183	197	229
IV	420,000	178	192	225
	500,000	176	191	220
	750,000	168	180	211
	850,000	164	171	200

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 the advertiser is not required.

Send online materials to: sacbeecreative@gmail.com

Premium Positions

20% charge for premium position subject to availability

Local General Color (percentage of ad space cost, subject to availability) Minimum ad size for color is 6". Maximum color charge is \$4,200.

Ad Size	Full Color
90"+	18%
63 to 89.9"	26%
31.5 to 62.9"	36%
6 to 31.4"	46%

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, Online, or Contract Programs, unless specified.

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

Co-op & Travel Rates (per column inch)

	Mon-Wed	Thu-Sat	Sun
Co-op	\$156	\$163	\$191
Travel	177	186	216



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Contract Programs

An Annual Advertising Contract is required. Once you've determined your Annual Investment Level, you may participate in one or more of the following Contract Programs 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).

Frequency Program (Consecutive Weeks)

(per column inch)

To qualify, at least one insertion must be run each week. Weeks must be consecutive. Minimum ad size is 4". 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. Advertiser must choose to enroll in this program.

Minimum # of Weeks	Mon-Wed	Thu-Sat	Sun
6	\$206	\$217	\$255
13	203	212	249
26	192	206	238
Annual (48 of 52 weeks)	183	197	229

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, Online, or Contract Programs, unless specified. Repeat discounts apply.

OnTV	45%	Create a high visibility message with The Sacramento Bee's television magazine! Add 25% of ROP charges for one color. 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 & Universities	20%	Subject to prior management approval.
Political/ Advocacy	Rates at \$500,000 level	"Applies to ads for local issues and elected offices. Ad copy is subject to review and ad must be identified as a Paid Political Advertisement or Paid Advertisement."

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	\$78
2 pg	4 pg	8 pg	67	102
4	8	16	81	120
6	12	24	94	139
8	16	32	106	152
10	20	40	125	179
12	24	48	137	193
14	28	56	147	204
16	32	64	154	213
18	36	72	162	221
20	40	80	165	223
22	44	88	168	227
24	48	96	170	229

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

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