



## 2009 Motion Picture Studio/Exhibitor 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/](http://www.sacbee.com/advertiser/))

### ROP Movie Rate (per column inch)

Minimum ad size is 3".

|                   | Mon-Fri | Sat   | Sun   |
|-------------------|---------|-------|-------|
| <b>Movie Rate</b> | \$99    | \$107 | \$128 |

### 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%        |

### Mid-Week Action Ads (discount off ROP)

Same size ad running 4 consecutive days (Mon - Thu only) receives pick-up discounts minimum ad size is 10 inches. Additional discounts do not apply.

|                            | Mon        | Tue | Wed | Thu  |
|----------------------------|------------|-----|-----|------|
| <b>Mid-Week Action Ads</b> | Full Price | 25% | 50% | FREE |

### 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.

| Insertion   | Mon-Wed    | Thu-Sat    | Sun        |
|-------------|------------|------------|------------|
| <b>1st</b>  | Full Price | Full Price | Full Price |
| <b>2nd</b>  | 35%        | 25%        | 15%        |
| <b>3rd</b>  | 40%        | 30%        | 20%        |
| <b>4th+</b> | 45%        | 35%        | 25%        |

### Triple Feature Ad Discount (discount off ROP)

Same size ad on Fri, Sat, and Sun receives pick-up discounts. Additional discounts do not apply. Minimum ad size is 4".

|                                | Fri        | Sat | Sun |
|--------------------------------|------------|-----|-----|
| <b>Triple Feature Discount</b> | Full Price | 25% | 50% |