



2009 Travel & Entertainment 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/) All rates shown are net

Travel ROP (Full Run) (per column inch)
Minimum ad size is 2".

Investment Group	Annual Investment Level	Mon-Wed	Thu-Sat	Sun
Open	Open	\$118	\$129	\$159
A	\$1,500	109	119	146
	3,000	108	118	144
	6,000	107	117	143
	10,000	106	115	142
	14,000	105	114	139
	20,000	104	113	138
B	27,000	103	112	137
	35,000	102	111	135
	45,000	101	110	134
	60,000	100	109	133
C	90,000	99	108	131
	125,000	98	106	130
	170,000	97	105	129
D	220,000	96	104	127
	275,000	95	102	126
	400,000	93	101	125

Travel 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%

ROP Repeat Discounts (discount off ROP)

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

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 2". Discounts do not apply to Color or Contract Programs, unless specified.

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

Contract Program

An Annual Advertising Contract is required. Once you've determined your Annual Investment Level, you may participate in the following Contract Program 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 the unfulfilled Contract Program 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 2". 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, unless otherwise noted. Advertiser must choose to enroll in this program.

Minimum # of Week	Minimum Ad Size	Mon - Wed	Thu - Sat	Sun
13	2"	\$102	\$111	\$135
26	2"	101	110	134
Annual (48 of 52 weeks)	2"	100	109	133

For product rates and information not identified on rate card, please contact your account manager.