



2009 Retail Advertising Rates

Effective December 29, 2008

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/)

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.

Retail ROP (Full Run) (per column inch)

Minimum ad size is 3".

Investment Group	Annual Investment Level	Mon-Wed	Thu-Sat	Sun
Open	Open	\$121	\$131	\$164
A	\$3,000	111	119	150
	10,000	108	117	146
B	20,000	107	116	143
	27,000	106	115	142
	35,000	105	114	141
C	50,000	103	110	139
	85,000	101	108	137
	125,000	100	107	135
	175,000	99	105	133
D	250,000	98	104	132
	300,000	97	103	131
	400,000	96	102	130
	475,000	95	101	128
	600,000	94	100	127
E	875,000	93	99	122
	2,500,000	Call	Call	Call

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 Contract Programs, unless specified. Only one special ROP discount can be applied per ad.

	Bee	Notes
OnTV	65%	Create a high visibility message with The Sacramento Bee's television magazine. This is a Bee program only.
Feature Editions	15%	Feature editions offer you opportunities to reach targeted markets throughout the year.
Church/Charity	25%	Subject to prior management approval, with 501/c3 documentation.
Political/Advocacy	20%	Applies to ads for local issues and elected offices. Ad copy subject to review and ad must be identified as a "Paid Political Advertisement." Pre-payment Required.
Shopping Centers	20%	Shopping center promotion or 4 local retail businesses operating in geographically contiguous locations with a common shopping center identification.

Retail 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 or Contract Programs, unless specified.

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%

Color Minimum ad size for color is 6".

Color is subject to availability.

Ad Size	Daily M-T Color Charge	Weekend F, S & S Color Charge
6"-15.75"	\$250	\$500
15.76"-31.5"	\$500	\$750
31.6" - 63.5"	\$1000	\$1500
63.6" - 126"	\$2000	\$2500

Online

All ROP rates automatically include online exposure for seven days 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.

Premium Positions

20% charge for premium position. Subject to availability.



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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 published ROP rates. Rates for unfulfilled Contract Programs will be adjusted per the Contract terms (Rebilled Amount).

Impact Ad Program (maximum # ads / discount off ROP)

Maximize the impact of your advertising. Take this opportunity to increase the size of your ad a limited number of times each year. A larger ad will have greater impact and reach during your peak season. Advertiser agrees to run only the maximum number of ads at this special rate during the annual contract term. Additional discounts do not apply. Advertiser is automatically enrolled in this program when contract is accepted.

Investment Group	Full Page (126")		Half Page (63" or full page tab)		Quarter Page (31.5")	
	Mon-Wed	Thu-Sat	Mon-Wed	Thu-Sat	Mon-Wed	Thu-Sat
Open	N/A	N/A	N/A	N/A	N/A	N/A
A	N/A	N/A	25% ³	6%	20% ⁷	4%
B	35% ³	10%	28% ⁶	8%	22% ¹⁴	6%
C	40% ¹⁰	12%	31% ¹⁵	10%	24% ²⁰	8%
D	50% ²⁵	14%	34% ³⁰	12%	26% ³⁵	10%
E	Unlimited ^{55%}	16%	Unlimited ^{37%}	14%	Unlimited ^{28%}	12%

Action Ad Program (per column inch)

This Bee only program provides repeat message exposure. Run the same ad four times in a 7 day period (Mon to Sun or Sun to Sat) and receive the 4-Time package rate. All ads must be ordered at the same time. Ads must be a minimum of 8" and a maximum of 63". Additional discounts do not apply. Advertiser is automatically enrolled in this program when contract is accepted.

Investment Group	4-Time (any 4 days) Black & White (per column inch)	Additional Days Discount in same 7 day period* (discount off ROP)	Color Daily M-T	Color Weekend F,S,S
	Open	N/A		
A	\$68.00	50%	8"-31.5" \$500	8"-31.5" \$750
B	65.00	50%	31.6"-63" \$1000	31.6"-63" \$1500
C	61.00	50%		
D	58.00	50%	(subject to availability)	
E	57.00	50%		

*The first 4 ads must run prior to additional days receiving the 50% discount off ROP.

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 3". 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.

13 Week			26 Week			Annual (any 48 of 52 Weeks)		
Mon - Wed	Thu - Sat	Sun	Mon - Wed	Thu - Sat	Sun	Mon - Wed	Thu - Sat	Sun
\$101	\$108	\$137	\$99	\$105	\$133	\$97	\$103	\$131

Flex Program (Non-Consecutive Weeks) (per column inch)

This program allows you maximum flexibility to choose the best weeks to run your ads this year. Minimum Annual Investment Level of \$3,000 required. To qualify, advertisers must run at least one insertion per week for the contracted number of weeks. Weeks can be non-consecutive. Maximum ad size is 31.5". Any additional ROP advertising beyond the minimum weeks will earn the contracted Flex 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	Minimum Ad Size	Mon - Wed	Thu - Sat	Sun
7	8"	\$106	\$115	\$142
13	12"	103	110	139
18	15"	101	108	137



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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.

Card/Single Sheet*	Open	A	B	C	D	E
Saturation Bee & MVP	35.70	31.21	29.38	26.62	25.70	24.78
Bee Only OR MVP Only	46.05	40.48	38.56	35.66	33.04	32.13

*Bee inserts in combination with MVP Wrap would qualify for Saturation rate when there is matching Zip/BTZ. Maximum weight for MVP distribution is .25 ounces. When the weight of a Preprint for MVP distribution exceeds .25 ounces, the weight-based MVP Preprint rates on the current Retail rate card will be used.

Annual Investment Level			Open				A				B				C				D				E			
Standard	Tab	Flexi	Full Run		Custom		Full Run		Custom		Full Run		Custom		Full Run		Custom		Full Run		Custom					
			Daily	Sunday	Daily	Sunday	Daily	Sunday	Daily	Sunday	Daily	Sunday	Daily	Sunday	Daily	Sunday	Daily	Sunday	Daily	Sunday	Daily	Sunday				
2 pg.	4 pg.	8 pg.	48	49	63	66	47	48	62	65	46	47	60	64	45	46	59	63	43	46	58	62	43	45	57	61
4	8	16	56	59	76	79	55	57	74	76	54	56	73	76	53	55	72	75	52	54	70	73	51	53	68	72
6	12	24	64	67	86	92	62	66	85	90	61	65	83	87	60	64	82	86	59	63	80	84	58	62	79	83
8	16	32	72	76	99	104	72	75	96	100	70	73	94	99	68	72	92	97	66	71	90	95	65	70	88	94
10	20	40	81	85	111	117	80	84	109	115	78	82	107	113	77	81	105	111	76	79	102	109	74	77	100	106
12	24	48	88	93	121	128	86	91	118	124	85	90	115	121	83	87	113	119	82	86	111	117	80	84	109	115
14	28	56	95	100	131	137	92	98	128	135	91	96	125	132	89	95	123	130	88	93	121	128	86	91	117	123
16	32	64	101	107	138	144	100	105	135	142	97	101	133	139	95	100	130	137	92	98	128	134	89	96	125	132
18	36	72	106	112	143	152	104	110	140	149	102	107	140	144	100	105	135	142	97	104	133	139	95	100	131	137
20	40	80	109	115	147	155	108	113	143	152	105	111	141	150	102	109	138	145	100	106	136	142	97	104	133	140
22	44	88	110	116	149	157	108	114	145	154	106	112	143	151	104	110	140	149	101	107	138	144	99	105	135	142
24	48	96	112	118	152	160	110	116	149	157	108	114	147	154	106	112	143	152	104	110	140	149	101	107	138	144

M.V.P.

M.V.P. is weight-based and is subject to postal rate increases. Circulation to non-subscribers will vary depending on The Sacramento Bee paid subscription volume and continued residential growth in our market. Repeat discounts do not apply.

M.V.P. Wrap (per thousand, full color included)

Full Run Annual Frequency	Open	3x	6x	12x
Front & Back Page	\$30.61	\$21.43	\$15.00	\$10.50
Page 2 (Inside Front) and Page 3 (Inside Back)	14.48	10.20	7.14	5.00
Front Page Billboard	10.93	7.65	5.36	3.75
Back Page Billboard	10.93	7.65	5.36	3.75

Zoned Distribution Annual Frequency	Open	3x	6x	12x
Page 2 (Inside Front)	\$14.58	\$10.20	\$7.14	\$5.00
Page 3 (Inside Back)	\$14.58	\$10.20	\$7.14	\$5.00

Zoned Reach: Approx: 200,000 households

M.V.P. Preprints (per thousand)

Piece Weight	Rate per Thousand	Piece Weight	Rate per Thousand	Piece Weight	Rate per Thousand
00.0-25	\$47.70	1.11-1.15	\$114.14	2.01-2.05	\$197.23
0.26-30	51.24	1.16-1.20	118.76	2.06-2.10	201.85
0.31-35	54.80	1.21-1.25	123.37	2.11-2.15	206.46
0.36-40	57.83	1.26-1.30	127.98	2.16-2.20	211.09
0.41-45	60.85	1.31-1.35	132.61	2.21-2.25	215.70
0.46-50	63.88	1.36-1.40	137.22	2.26-2.30	220.31
0.51-55	67.03	1.41-1.45	141.84	2.31-2.35	224.93
0.56-60	69.93	1.46-1.50	146.45	2.36-2.40	229.55
0.61-65	73.02	1.51-1.55	151.07	2.41-2.45	234.17
0.66-70	77.63	1.56-1.60	155.69	2.46-2.50	238.78
0.71-75	82.23	1.61-1.65	160.30	2.51-2.55	243.39
0.76-80	85.26	1.66-1.70	164.92	2.56-2.60	248.02
0.81-85	89.79	1.71-1.75	169.54	2.61-2.65	252.63
0.86-90	94.27	1.76-1.80	174.15	2.66-2.70	257.25
0.91-95	97.22	1.81-1.85	178.77	2.71-2.75	261.86
0.96-1.0	101.64	1.86-1.90	183.38	2.76-2.80	266.47
1.01-1.05	106.07	1.91-1.95	188.00	2.81-2.85	271.10
1.06-1.10	108.80	1.96-2.00	192.62	2.86-2.90	275.71