



2009 Turnkey Products Rates

Effective December 29, 2008



A Direct Mail Product of The Sacramento Bee

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 Advantage of The Perfect Prints: You describe your best customers. We find them for you and create a plan, so you invest a little to gain a lot. Your Perfect Print is low priced and distributed the way consumers prefer – in The Bee for the newspaper subscribers and in the #1 shared mail product in Sacramento, The MVP for the non-subscriber households. No one misses your message and you get a great return on your Perfect Print Product investment.

- All the published 2009 turnkey Perfect Print product rates are zip code saturation based.
- Should you choose to distribute your Perfect Print in zip codes using only The Bee, add \$5 per thousand to each of the saturation rates listed below.
- All Perfect Print turnkey products run dates must be reserved with your print order to qualify for the rates listed below.
- Advertiser has 90 days from the first run date to complete the distribution of your printed Perfect Print products.
- You can earn the saturation rates listed below by running on the MVP wrap in combination with turnkey Perfect Print product distributed in the Bee.
- Annual Advertising Contract required to receive rates below. Open Rate: Add \$5/m to each contracted rate below.

Bee Target Zones (BTZ's) If you wish to target your Perfect Print product to neighborhoods of around 3,500 households, talk to your account manager. Should you choose to distribute to BTZ's add \$6 per thousand to each of the saturation rates listed below.

Perfect Prints per thousand (Turnkey includes design, print, & distribution)

Open Rate: Add \$5/m to each contracted rate below.

Print Volume (must be distributed within a 90 day period)

Perfect Print Products	25,000	50,000	100,000	200,000	300,000	500,000	750,000	1M	1.5M
Express Print	\$45.75	\$32.24	-	-	-	-	-	-	-
Premier Print	\$53.00	\$46.00	-	-	-	-	-	-	-
Economy Print	-	-	\$27.75	\$26.75	\$25.00	\$24.50	\$24.00	-	-
Showcase Print	-	-	\$37.75	\$33.75	\$32.75	\$31.75	\$30.75	\$30.50	\$30.25
Big Bee Sheet	-	-	\$47.00	\$45.00	\$44.00	\$40.50	\$39.75	\$39.00	38.75

Express Print – 8 ½" wide x 10.5 high" Light cream background will make your advertising stand out from the crowd! Full color front and back. Low price = Great return on your advertising investment. (Printed on 45#vellum cream paper, image area: 8" x 10")

Premier Print – Perfect for the advertiser that has a lot to say or just wants to make a big impact. The Premier Print is 11" wide x 11.75" high. Full color front and back (Printed on 50# white offset image area: 10.50" x 11.25")

Economy Print - 5.5" x 11". Affordable, Unique, & Beautiful Finish. Full color front and back. Heat Set. (Printed on 45# Coated matte finish. Image area: 5" x 10.50" No Bleed)

Showcase Print – Captures the quality of merchandise with heatset. Full color front and back. Nice matte finish paper stock for a great price. 7.83" wide x 10.50" high. (60# matte finish image area: 7.25" x 10")

Bee Big Sheet – The name says it all. 10.50" wide x 11.0" high. Coated paper & heat set. Full color front and back. (45# Coated #5 image area: 10.50" x 11")

For further information, contact your account manager or call (916) 321-1429.



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Versions - \$50 per plate per side (black ink only). 4 color changes on one side: \$200, both sides \$400.

Store Copy – We will print up an additional 2,000 Perfect Print products for your in-store use or for trade shows. We cannot, however, print store copy for distribution in other publications within the Sacramento market (zip codes with coverage by both The Sacramento Bee and/or The MVP). Store copies will be billed at 55% of your Perfect Print product rate. Store copies will be available for you to pick up at the receiving dock of The Sacramento Bee. A freight charge will apply for delivery to an address other than The Sacramento Bee. Please contact your account manager for specific information regarding the availability for delivery of store copies to a different address.

Printed Copy Payment - 90 days from the first run date to complete the distribution of your Perfect Print product. In the event that inserts remain unused after 90 days, the entire unused portion will be billed at 55% of the rate associated with your print run. The remaining unused inserts will be recycled (destroyed).

Postal Rates and Paper Costs – We strive to keep our Perfect Print product line rates as low as possible. Certain costs, such as postal costs and paper costs are volatile and impact all of us. Should there be an increase in postal or paper costs rates for impacted Perfect Print products will be increased and automatically passed to Advertiser.

Proofs – Perfect Print product rates include one (1) ad proof. Corrections to the one ad proof will be made at no additional charge. Additional alterations to the once corrected proof such as : author's alterations, changes in copy or artwork beyond the one (1) proof, will be billed at \$75 per hour.

Rough Art Deadlines – Rough art deadline: 12:00 noon, four (4) Mondays prior to an MVP run date.

Print Reservations – Bee & MVP zip code and date reservations must be provided with a print order to obtain all applicable print volume discounts. All Perfect Print products are packaged by The Bee & MVP and the run date reservation. Changes in the print reservation, after printing, are not recommended or advised. Handling charges will be applied to accommodate reservation changes.

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