

Classified Advertising Rates *Merchandise/Legals/Directories*

Effective December 31, 2007

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/advertise/).

Local Classified Rates

For private party and non-contract commercial advertisers, 14 lines per inch. Minimum 4 lines, unless otherwise noted.

	Per Line/Day
1-2x	\$8.67
3-7x	7.62
8-27x	4.74
28+x	3.60
Saturday only	9.24
Sunday only	11.37

Classified General Rates (commissionable)

	Per Line/Day
1x	\$11.19
2-3x	10.38
4-7x	9.81
8+x	9.24
Saturday only	12.15
Sunday only	13.05

Merchandise Contract Rates (per line, per ad - yearly commitment)

	100 inches (1,400 lines)	250 inches (3,500 lines)	500 inches (7,000 lines)
Daily	\$2.82	\$2.46	\$2.10
Saturday only	3.12	2.70	2.13
Sunday only	3.24	2.76	2.25
2-4x	2.70	2.31	1.95
5-9x	2.49	2.07	1.74
10-27x	2.31	1.86	1.65
28+x	2.04	1.65	1.41

Merchandise Non-Contract Rates

	Per Line/Day
Daily	\$3.69
Saturday only	3.99
Sunday only	4.32
2-4x	3.60
5-9x	3.18
10-27x	2.91
28+x	2.58

Contracts available for advertising in Merchandise classifications only (Class 3505-4050). Advertising outside of these classes will be at the appropriate category rate.

Display Repeat Discounts

Daily Repeat:	25% off "One Time Daily" rate
Saturday Repeat:	25% off "Saturday Only" rate
Sunday Repeat:	25% off "Sunday Only" rate

Discounts do not apply to frequency rates. Ads must be repeated without change within 5 days of the original insertion.

Legal Notices

	Per Line/Day
Daily	\$2.67
Saturday	2.82
Sunday	3.15

Commissionable Legal Notices

	Per Line/Day
Daily	\$3.15
Saturday	3.30
Sunday	3.75

Options

Bold (per line, per day)	\$0.60
First Day Logo	3.00
Blind Box (15 day rental)	75.00
Shading	Ask your rep for details

Obituaries

Death Notices & Remembrances

Daily (per line, per day)	\$2.70
Photo (per day)	60.00

In Time of Need

	Per Line
1-8x	\$18.75
9-15x	31.25
16-30+x	40.00

Online Opportunities

Your ad can appear online at Sacbee.com for an additional charge.

Feature Edition **15% off Open rate** (color not included)

Bee feature editions automatically go online with an additional charge of **\$2.50** per column inch.

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Cal Life Directory

(3-line minimum, runs 3rd Saturday of the month)

	Per Line/Day
1x	\$2.20

Celebrations (3-line minimum)

	Per Line/Day
1" (Birth Announcement)	\$20
3"	\$75
4"	\$95
6"	\$135
8"	\$170
12"	\$240
16"	\$300

Faces and Places

	Per Ad/Insertion
1 Zone	\$150.00
2 Zones	275.00
Full Run	325.00

Clickit or Clipit*

Clickit or Clipit is a coupon composited ad running in Friday Zoned A section and Sunday Zoned Scene. Includes color, when available. Contact your account manager for details.

Service Directory

	Per Line/Day
1x	\$5.08
2-7x	3.97
8-14x	3.01
15-27x	2.26
28+x	1.39

Great Outdoor Directory (3-line minimum)

	Per Line/Day
1-3x	\$11.82
4+x	9.51

Travel Guide Directory (Sunday Travel Section)

	Per Line/Day
1-3x	\$18.50
4+x	15.50