



FORT WAYNE NEWSPAPERS

260-461-8516 • 800-444-3303, EXT. 8516 • www.FortWayne.com

Effective 11/1/13

PREPRINT RATES

Preprint size	CPM for Sunday/Holiday** FULL DISTRIBUTION	Cost per thousand (CPM) for Sunday/Holiday** FC* ZONED DISTRIBUTION		Total market coverage (TMC) (Contract discounts do not apply)	
		20,000 and over	Under 20,000	With JG and/or NS distribution	Non subscriber only
Single Sheet	\$44.00	\$48.40	\$55.00	\$23.00	\$28.00
2std/4 tab/8 mini	58.00	63.80	72.50	27.00	32.00
4 std/8 tab/16 mini	69.00	75.90	86.25	34.00	39.00
6 std/12 tab/24 mini	74.00	81.40	92.50	51.00	56.00
8-10 std/16-20 tab/ 32-40 min	82.00	90.20	102.50	65.00	70.00
12-14 std/24-28 tab/48-56 mini	92.00	101.20	115.00	71.00	76.00
16-18 std/32-36 tab/64-72 mini	99.00	108.90	123.75	78.00	83.00
20-22 std/40-44 tab/80-88 mini	104.00	114.40	130.00	84.00	89.00
24-26 std/48-52 tab/96-104 mini	110.00	121.00	137.50	90.00	95.00
28-30 std/56-60 tab/112-120 mini	116.00	127.60	145.00	99.00	104.00
32-34 std/64-68 tab/128-136 mini	123.00	135.30	153.75	104.00	109.00
36-38 std/72-76 tab/144-152 mini	131.00	144.10	163.75	109.00	114.00
Over 38 std/Over 80 tab/Over 160 mini	137.00	150.70	171.25	116.00	121.00
Paper Bag Inserts	82.00	90.20	102.50	65.00	70.00

	TUES.-THURS.	TUES.-THURS. ZONED CPM		FRI.	FRI. ZONED CPM	
	Full Dist. CPM	20,000 and over	Under 20,000	Full. Dist. CPM	20,000 and over	Under 20,000
Single Sheet	41.36	\$45.50	\$51.70	\$42.24	\$46.46	\$52.80
2std/4 tab/8 mini	54.52	59.97	68.15	55.68	61.25	69.60
4 std/8 tab/16 mini	64.86	71.35	81.08	66.24	72.86	82.80
6 std/12 tab/24 mini	69.56	76.52	86.95	71.04	78.14	88.80
8-10 std/16-20 tab/ 32-40 min	77.08	84.79	96.35	78.72	86.59	98.40
12-14 std/24-28 tab/48-56 mini	86.48	95.13	108.10	88.32	97.15	110.40
16-18 std/32-36 tab/64-72 mini	93.06	102.37	116.33	95.04	104.54	118.80
20-22 std/40-44 tab/80-88 mini	97.76	107.54	122.20	98.84	109.82	124.80
24-26 std/48-52 tab/96-104 mini	103.40	113.74	129.25	105.60	116.16	132.00
28-30 std/56-60 tab/112-120 mini	109.04	119.94	136.30	111.36	122.50	139.20
32-34 std/64-68 tab/128-136 mini	115.62	127.18	144.53	118.08	129.89	147.60
36-38 std/72-76 tab/144-152 mini	123.14	135.45	153.93	125.76	138.34	157.20
Over 38 std/Over 80 tab/Over 160 mini	128.78	141.66	160.98	131.52	144.67	164.40
Paper Bag Inserts	77.08	84.79	96.35	78.72	86.59	98.40

(Ask account executive for larger sizes.) ALL CPM RATES ARE NET.

* FC = Full Coverage which includes News-Sentinel and Journal Gazette distribution.

** On holidays and all Fridays between Thanksgiving and Christmas advertisers will be charged the Sunday preprint rates to reflect the additional distribution received.

PAGE SPECIFICATIONS

	Minimum Dimensions		Maximum Dimensions	
Standard/Broadsheet	11" x 17"	187 sq. in.	11.5" x 21"	241.5 sq. in.
Tab	7" x 10.25"	71.75 sq. in.	10.5" x 11.5"	120.75 sq. in.
Mini-tab/Flexie	5" x 7"	35 sq. in.	7" x 10"	70 sq. in.

DISTRIBUTION QUANTITIES

	FULL RUN Billing Quantities	FULL RUN Quantity Required
Sunday Package	87,377	89,000
Friday	68,313	70,000
Monday-Thursday	55,878	56,500
Total Market Coverage (TMC)	77,046	78,000

Sunday package includes unduplicated Sunday and weekday only subscribers.

TMC includes non-weekday subscribers and non-subscribers in Allen County.

SHIPPING

- Please ship prepaid on banded, disposable skids to: Fort Wayne Newspapers, 600 W. Main St., Fort Wayne, IN 46802
- MAXIMUM SKID: 2,500 lbs., 5 1/2 feet high
- RECEIVING HOURS: Monday through Friday, 8:00 a.m. - 4:00 p.m.
- MINIMUM WEIGHT: 70 lb. stock for preprints of 4 pages or less
- MINIMUM SIZE: 5 inches wide cut edge, by 7 inches deep fold edge
- MAXIMUM SIZE: 10.5 inches wide cut edge, by 11.5 inches deep fold edge
- MINIMUM THICKNESS: .007 inches (seven-thousandths inch) single card
- MINIMUM QUANTITY: 5,000

- The zoned distribution rates shown are cost per thousand.
- Unusual sizes should be submitted to the retail advertising department for quotation.
- Eligible benevolent organizations receive a 30% discount on the rates listed above.
- Preprints should be ordered at least twelve days prior to insertion date. Preprints need to be received seven days prior to daily publication or ten days prior to Sunday publication.