

# Preprint Rates (Net)

## RETAIL PREPRINT INSERTS (NEWSPAPER ONLY)

Rates are quoted on a cost-per-thousand rate (CPM) for distribution based on size (page count) and advertising frequency within one year. Minimum quantity is 20,000.

ROP credit is given to preprint advertisers. This credit may be used to sign a higher ROP contract; however, it will not be credited toward earning an ROP rebate at contract completion.

Preprinted advertisements are accepted for insertion into *The Salt Lake Tribune* and *Deseret News* **only in combination.**

- A separate signed insert agreement is required to earn frequency discounts.
- Inserts are distributed in-paper seven days a week. Due to the seasonality of the market, circulation quantity requirements will vary. Call your MediaOne of Utah account executive for specific quantities. Minimum spoilage required is 2% for multi-page preprints and 4% for single sheets.
- Preprints will be billed for the quantities distributed by the newspaper.

## DAILY 50,000 THROUGH FULL RUN DISTRIBUTION

(Cost per thousand)

Preprint Size	Open Rate	12x	24x	36x	48x	60x	72x	96x	120x
Single sheet	\$40.65	\$33.63	\$32.18	\$31.41	\$30.43	\$29.57	\$28.87	\$27.91	\$25.85
2Std./4Tab.	\$44.67	\$36.42	\$34.75	\$33.47	\$32.09	\$31.22	\$29.96	\$29.00	\$28.82
3Std./6Tab.	\$51.97	\$42.35	\$40.47	\$38.99	\$37.35	\$36.49	\$34.88	\$33.71	\$33.50
4Std./8Tab.	\$59.26	\$48.30	\$46.18	\$44.51	\$42.62	\$41.76	\$39.81	\$38.41	\$38.17
5Std./10Tab.	\$68.83	\$55.97	\$53.57	\$50.70	\$47.61	\$46.75	\$44.42	\$41.48	\$41.24
6Std./12Tab.	\$78.38	\$63.64	\$60.96	\$56.90	\$52.59	\$50.86	\$49.04	\$44.55	\$44.30
7Std./14Tab.	\$82.87	\$67.29	\$64.38	\$59.59	\$54.52	\$52.80	\$50.50	\$45.63	\$45.37
8Std./16Tab.	\$87.35	\$70.93	\$67.79	\$62.27	\$56.47	\$54.74	\$51.96	\$46.71	\$46.43
9Std./18Tab.	\$89.61	\$72.73	\$69.54	\$63.53	\$57.22	\$55.50	\$52.58	\$47.00	\$46.72
10Std./20Tab.	\$91.86	\$74.52	\$71.29	\$64.78	\$57.98	\$56.33	\$53.19	\$47.30	\$47.02
11Std./22Tab.	\$94.75	\$76.79	\$73.49	\$66.37	\$58.96	\$57.24	\$54.13	\$48.13	\$47.84
12Std./24Tab.	\$97.64	\$79.06	\$75.68	\$67.97	\$59.95	\$58.22	\$55.06	\$48.96	\$48.66
13Std./26Tab.	\$99.06	\$80.22	\$76.36	\$69.35	\$62.02	\$60.29	\$56.18	\$49.47	\$49.17
14Std./28Tab.	\$100.49	\$81.37	\$77.04	\$70.73	\$64.10	\$60.65	\$57.29	\$50.00	\$49.70
15Std./30Tab.	\$102.04	\$82.57	\$77.73	\$72.15	\$66.23	\$62.78	\$58.54	\$50.50	\$50.20
16Std./32Tab.	\$103.60	\$83.78	\$78.42	\$73.57	\$68.37	\$64.92	\$59.78	\$51.00	\$50.69
17Std./34Tab.	\$104.47	\$84.64	\$79.28	\$74.43	\$69.23	\$65.78	\$60.64	\$51.87	\$51.55
18Std./36Tab.	\$105.33	\$85.50	\$80.14	\$75.29	\$70.09	\$66.64	\$61.50	\$52.73	\$52.42
19Std./38 Tab.	\$106.19	\$86.37	\$81.01	\$76.15	\$70.96	\$67.51	\$62.36	\$53.59	\$53.28
20 Std./40 Tab.	\$107.05	\$87.23	\$81.87	\$77.02	\$71.82	\$68.37	\$63.23	\$54.45	\$54.14
21Std./42Tab.	\$107.92	\$88.09	\$82.73	\$77.88	\$72.68	\$69.23	\$64.09	\$55.32	\$55.00
22Std./44 Tab.	\$108.78	\$88.95	\$83.59	\$78.74	\$73.54	\$70.09	\$64.95	\$56.18	\$55.87
23 Std./46Tab.	\$109.64	\$89.82	\$84.46	\$79.60	\$74.41	\$70.96	\$65.81	\$57.04	\$56.73
24 Std./48 Tab.	\$110.50	\$90.68	\$85.32	\$80.47	\$75.27	\$71.82	\$66.68	\$57.90	\$57.59

### To learn more

Contact your MediaOne Account Executive, or call 801.204.6300 or visit us at [mediaoneutah.com](http://mediaoneutah.com)

# Preprint Rates (Net)

## SUNDAY 50,000 THROUGH FULL RUN DISTRIBUTION

(Cost per thousand)

Preprint Size	Open Rate	12x	24x	36x	48x	60x	72x	96x	120x
Single sheet	\$41.46	\$34.30	\$32.82	\$32.04	\$31.04	\$30.18	\$29.44	\$28.46	\$26.37
2Std./4Tab.	\$45.56	\$37.15	\$35.45	\$34.13	\$32.73	\$31.87	\$30.56	\$29.58	\$29.39
3Std./6Tab.	\$53.00	\$43.21	\$41.27	\$39.77	\$38.10	\$37.24	\$35.58	\$34.37	\$34.17
4Std./8Tab.	\$60.46	\$49.27	\$47.10	\$45.39	\$43.47	\$42.61	\$40.61	\$39.17	\$38.94
5Std./10Tab.	\$70.20	\$57.09	\$54.64	\$51.72	\$48.56	\$47.70	\$45.31	\$42.31	\$42.06
6Std./12Tab.	\$79.95	\$64.92	\$62.18	\$58.04	\$53.65	\$52.50	\$50.03	\$45.45	\$45.18
7Std./14Tab.	\$84.53	\$68.63	\$65.67	\$60.78	\$55.61	\$53.89	\$51.51	\$46.54	\$46.28
8Std./16Tab.	\$89.10	\$72.35	\$69.15	\$63.53	\$57.59	\$55.87	\$53.00	\$47.64	\$47.36
9Std./18Tab.	\$91.40	\$74.18	\$70.93	\$64.79	\$58.36	\$56.64	\$53.62	\$47.94	\$47.67
10Std./20Tab.	\$93.70	\$76.00	\$72.71	\$66.07	\$59.14	\$57.42	\$54.26	\$48.24	\$47.97
11Std./22Tab.	\$96.65	\$78.33	\$74.96	\$67.70	\$60.15	\$58.42	\$55.21	\$49.09	\$48.79
12Std./24Tab.	\$99.59	\$80.65	\$77.20	\$69.32	\$61.15	\$59.58	\$56.15	\$49.93	\$49.62
13Std./26Tab.	\$101.04	\$81.82	\$77.89	\$70.74	\$63.26	\$59.81	\$57.30	\$50.46	\$50.16
14Std./28Tab.	\$102.49	\$83.00	\$78.58	\$72.14	\$65.38	\$61.93	\$58.44	\$51.00	\$50.70
15Std./30Tab.	\$104.09	\$84.23	\$79.28	\$73.59	\$67.55	\$63.64	\$59.71	\$51.51	\$51.20
16Std./32Tab.	\$105.69	\$85.46	\$79.98	\$75.04	\$69.74	\$65.71	\$60.97	\$52.03	\$51.70
17Std./34Tab.	\$106.55	\$86.32	\$80.85	\$75.90	\$70.60	\$66.57	\$61.84	\$52.89	\$52.57
18Std./36Tab.	\$107.41	\$87.18	\$81.71	\$76.76	\$71.46	\$67.44	\$62.70	\$53.75	\$53.43
19Std./38 Tab.	\$108.27	\$88.04	\$82.57	\$77.63	\$72.32	\$68.30	\$63.56	\$54.61	\$54.29
20 Std./40 Tab.	\$109.14	\$88.91	\$83.43	\$78.49	\$73.19	\$69.16	\$64.42	\$55.48	\$55.15
21Std./42Tab.	\$110.00	\$89.77	\$84.30	\$79.35	\$74.05	\$70.02	\$65.29	\$56.34	\$56.02
22Std./44 Tab.	\$110.86	\$90.63	\$85.16	\$80.21	\$74.91	\$70.89	\$66.15	\$57.20	\$56.88
23 Std./46Tab.	\$111.72	\$91.49	\$86.02	\$81.08	\$75.77	\$71.75	\$67.01	\$58.06	\$57.74
24 Std./48 Tab.	\$112.59	\$92.36	\$86.88	\$81.94	\$76.64	\$72.61	\$66.69	\$58.93	\$58.60

**To learn more**

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