

Shared Mail

PREPRINT INSERT SHARED MAIL RATES

(Cost per thousand)

Weight (oz.)	Shared Mail Quantity Level					
	<20,000	20-49,999	50,000	100,000	150,000	200,000+
8.5x11 S/S 60# Offset	\$37.75	\$29.04	\$28.44	\$27.83	\$27.23	\$26.62
8.5x11 S/S 40# Gloss	\$40.90	\$31.46	\$30.86	\$29.65	\$29.04	\$28.44
0.30	\$43.41	\$33.40	\$32.49	\$31.58	\$30.98	\$30.37
0.35	\$46.72	\$35.94	\$35.03	\$34.12	\$33.52	\$32.91
0.40	\$50.02	\$38.48	\$37.57	\$36.66	\$36.06	\$35.45
0.45	\$53.32	\$41.02	\$40.11	\$39.20	\$38.60	\$37.99
0.50	\$56.63	\$43.56	\$42.65	\$41.75	\$41.14	\$40.54
0.55	\$59.93	\$46.10	\$45.19	\$44.29	\$43.68	\$43.08
0.60	\$63.23	\$48.64	\$47.73	\$46.83	\$46.22	\$45.62
0.65	\$66.54	\$51.18	\$50.28	\$49.37	\$48.76	\$48.16
0.70	\$69.84	\$53.72	\$52.82	\$51.91	\$51.30	\$50.70
0.75	\$73.14	\$56.27	\$55.36	\$54.45	\$53.85	\$53.24
0.80	\$76.45	\$58.81	\$57.90	\$56.99	\$56.39	\$55.78
0.85	\$79.75	\$61.35	\$60.44	\$59.53	\$58.93	\$58.32
0.90	\$83.05	\$63.89	\$62.98	\$62.07	\$61.47	\$60.86
0.95	\$86.36	\$66.43	\$65.52	\$64.61	\$64.01	\$63.40
1.00	\$89.66	\$68.97	\$68.06	\$67.16	\$66.55	\$65.95
1.05	\$92.96	\$71.51	\$70.60	\$69.70	\$69.09	\$68.49
1.15	\$99.57	\$76.59	\$75.69	\$74.78	\$74.17	\$73.57
1.25	\$106.18	\$81.68	\$80.77	\$79.86	\$79.26	\$78.65
1.30	\$109.48	\$84.22	\$83.31	\$82.40	\$81.80	\$81.19
1.40	\$116.09	\$89.30	\$88.39	\$87.48	\$86.88	\$86.27
1.50	\$122.69	\$94.38	\$93.47	\$92.57	\$91.96	\$91.36
1.60	\$129.30	\$99.46	\$98.55	\$97.65	\$97.04	\$96.44
1.70	\$135.91	\$104.54	\$103.64	\$102.73	\$102.12	\$101.52
1.80	\$142.51	\$109.63	\$108.72	\$107.81	\$107.21	\$106.60
1.90	\$149.12	\$114.71	\$113.80	\$112.89	\$112.29	\$111.68
2.00	\$155.73	\$119.79	\$118.88	\$117.98	\$117.37	\$116.77
2.10	\$162.33	\$124.87	\$123.96	\$123.06	\$122.45	\$121.85
2.20	\$168.94	\$129.95	\$129.05	\$128.14	\$127.53	\$126.93
2.30	\$175.55	\$135.04	\$134.13	\$133.22	\$132.62	\$132.01
2.40	\$182.15	\$140.12	\$139.21	\$138.30	\$137.70	\$137.09
2.50	\$188.76	\$145.20	\$144.29	\$143.39	\$142.78	\$142.18
2.60	\$195.37	\$150.28	\$149.37	\$148.47	\$147.86	\$147.26

To learn more

Contact your MediaOne Account Executive,
or call 801.204.6300 or visit us at mediaoneutah.com

Shared Mail

- MediaOne of Utah offers *Now Utah*, a direct-mail jacket delivered to non-subscribing households.
- *Now Utah*, combined with newspaper advertising, allows advertisers to virtually reach the entire market.
- *Now Utah* advertisements run first in *The Salt Lake Tribune* and *Deseret News*, then republish in non-subscriber mailboxes the following Monday or Tuesday as part of the *Now Utah* jacket.
- For ROP opportunities contact your MediaOne of Utah account executive.
- Deadlines can be found on Page 20.
- For more information, see your MediaOne of Utah sales representative.

1 x RATE

Ad size	Ad Location	Open Rate (\$50 pci)	Contract Rate (\$35 pci)
2 col x 2.5" (3 positions)	Front Page Top Coupon	\$250	\$175
2 col x 3" (3 positions)	Front Page Bottom Coupon	\$300	\$210
5 col x 6.5"	Front Page Event	\$1625	\$1137.50
5 col x 5"	Front Page Sponsor	\$1250	\$875
6 col x 20"	Back Page	\$6000	\$4200
2 col x 8" (3 positions)	Page 2	\$800	\$560

3 x RATE

Ad size	Ad Location	Open Rate (\$50 pci)	Contract Rate (\$35 pci)
2 col x 2.5" (3 positions)	Front Page Top Coupon	\$500	\$425
2 col x 3" (3 positions)	Front Page Bottom Coupon	\$600	\$510
5 col x 6.5"	Front Page Event	\$3250	\$2762.50
5 col x 5"	Front Page Sponsor	\$2500	\$2125
6 col x 20"	Back Page	\$12,000	\$10200
2 col x 8" (3 positions)	Page 2	\$1600	\$1360

SHARED MAIL SPECIFICATIONS

SHIPPING ADDRESS & PHONE NUMBERS

MediaOne of Utah
4770 S. 5600 West
West Valley City, Utah 84118

Dock #20 or 21
For verification and directions, call (801) 204-6470 or (801) 204-6469.

RECEIVING HOURS

8:30 a.m. – 4 p.m. Monday – Friday

MediaOne of Utah reserves the right to adjust deadlines to accommodate for the holidays. It is the responsibility of the advertiser and the printer to ensure that all insert scheduling and specification requirements are met.

To learn more

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DEADLINES

- Sunday supplements reservation deadline is 18 days prior to issue date.
- Daily supplements reservation deadline is 14-17 (Thurs/Fri/Sat) days prior to issue date.
- Shared mail supplement reservation deadline is Wednesday, 12 days prior to shared mail distribution.
- Supplements must be received 10 days for Sunday and shared mail and 7 days prior for a weekday. Any insert that does not meet MediaOne of Utah's standard preprint specifications must be received 10 days in advance. During the holiday season, MediaOne of Utah's holiday delivery schedule will apply.
- The printer is responsible for selecting the method of shipping and a carrier that will guarantee the supplements arrive at the proper destination at the proper time in the proper condition for insertion. wPoor quality deliveries are subject to refusal.
- To expedite the scheduling process, printers/carriers should know the name of the insert and the insertion date.

SUPPLEMENT (INSERT) SPECIFICATIONS

SINGLE SHEETS*

- 8.5 x 11 inches in size
- Minimum 60-lb. basis weight paper or card stock
- Even edges
- Perforations (see account executive for acceptability)
- Irregular-shaped preprints (see account executive for acceptability)
- Gloss paper (see account executive for details)

TABLOIDS & STANDARDS*

- Maximum 12.5 x 10.5 inches

CATALOGS & COUPON BOOKS*

- 6.5 x 6.5 inches

WE-PRINTS

- Printing services are available through MediaOne of Utah. Please contact your account executive for details.

* Note: Guidelines represent ideal conditions for preprints.

SUBMITTING SAMPLES

Any bags, envelopes, consumers sample packets or out-of-the-ordinary inserts are special supplements that must be submitted for evaluation and testing prior to insertion. Samples help determine if the insert will run properly, preventing any unexpected costs, service, or production delays that may affect the customer. We recommend submitting 500 samples of the supplement to your advertising representative 30 days prior to the insertion date.

PALLET IDENTIFICATION

Each skid, pallet or box must have the supplement displayed or "flagged" on two sides. Individual pallets should also contain a pallet tag that is visible on two sides of the pallet. Pallets should be loaded on the truck so that the pallet tag is displayed facing the forklift operator. The following information should be included on the pallet tag:

- Publication name (Smart Buys, etc.)
- Advertiser name
- Insert/publication date
- Supplement name
- Total number of supplements shipped

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- Number of supplements on a pallet
- Total number of pallets in order
- Total number of pallets in the shipment
- Total weight per pallet
- Number of supplements in each bundle
- Name of printer, contact, phone number
- Tare weight

PREPARING INSERTS FOR DELIVERY & PACKING REQUIREMENTS

- Supplements for machine insertion should not be tied or bound together in bundles with rope, string, strap or rubber.
- Preprinted supplements should be properly jogged in a minimum of 4-inch high lifts, not to exceed a maximum of 8-inch high lifts.
- Supplements should be brick stacked for maximum stability.
- Lifts should be jogged.
- A finished pallet should be securely banded or covered with plastic stretch/shrink wrap with corners protected.
- Packaged supplements should not protrude beyond the limits of the pallet to minimize damage to the inserts.
- Pallet tops should be hardwood or a sturdy synthetic the same size as the pallet base.
- A protective cover should be placed before topping to minimize the possibility of damp or curled sections.
- A cardboard divider should be placed between turns/rows to keep the supplements stable and flat.
- Turning any folded edges toward the center of the pallet reduces the possibility of damage.
- Banding should be tight without damaging the exterior layers of the product.
- Minimum floor clearance from floor to top of the pallet base is 4 inches.
- Maximum allowable height is 5 feet from the floor to the top of the pallet.
- Maximum acceptable pallet weight is 2,500 pounds.
- Pallets should be loaded on trucks or trailers for ease of unloading. "Double-decked" pallets pose safety concerns and will not be accepted.

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MULTIPLE VERSIONS, PUBLICATIONS OR ISSUE DATES

- Multiple versions of the same supplement require version identification on the front and/or back of the insert. Each version should be on a separate skid with appropriate flagging for each version.
- Multiple publications of the same FSI require publication identification. Each publication should be on a separate skid with appropriate flagging for each publication.
- Multiple issue dates of the same supplement (bulk deliveries) will be accepted pending approval. Preprint and Distribution Center supervisor should be notified prior to any bulk delivery and reserves the right to accept or reject these shipments on a case-by-case basis. A separate set of guidelines applies for multiple insertion date preprints. Please contact your account executive for details.

BILL OF LADING

For your record and our records, the bill of lading should contain the following information:

- Total print order
- Number of pieces per pallet
- Total number of pallets
- Name of the supplement
- Issue or publication date
- Version of the supplement
- Quantity per version (if applicable)
- Publication name
- Name of printer, contact, phone number

Early deliveries require prior approval and may be subject to surcharge.

BULK DELIVERY GUIDELINES

Bulk delivery will be accepted for print and delivered products only. All pallet labels should be boxed and each box should include the insert name and quantity per box. Please separate by work order.

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