

Post-Tribune

www.post-trib.com

Established 1908

2009 Retail Advertising Rates

Effective October 26, 2009

The Post-Tribune is published every morning 365 days a year and is a member of the Audit Bureau of Circulations.

MONTHLY VOLUME CONTRACTS

(12 Month Minimum or add \$1.00 per inch for 3 month contract)

Monthly Inches	Daily	Sunday
Open Rates	59.20	66.38
10"	39.92	44.88
31"	38.86	43.55
63"	38.48	42.33
168"	37.41	41.97
252"	36.42	40.79
336"	34.68	38.96
504"	32.63	36.68
Non-profit Association	39.92	44.88
	48.42	54.44

ANNUAL VOLUME CONTRACTS

Level	Daily	Sunday
Open Rates	59.20	66.38
31"	48.42	54.44
63"	46.11	51.85
126"	43.92	49.38
504"	41.61	46.68
1008"	39.36	43.92
3024"	36.79	41.19
6552"	33.62	35.20
13,104"	27.86	30.70

(No Monthly Minimum Required)

COLOR RATES

	1 Color	Full Color
Up to 15"	\$125	\$150
16" to 21"	\$250	\$300
22" to 30"	\$300	\$400
31" to 126"	\$350	\$600

•Color charge per ad is in addition to space

REPEAT ADVERTISING

The following discounts are available to advertisers running their repeat ad in the same product as their original ad.

20% Advertisements appearing in the Post-Tribune and repeating within a 7-day period, excluding Sunday, will receive a 20% discount on their regular rate.

40% A 40% discount is available on ads that are picked up three or more times and run within a 7-day period, excluding Sunday.

PREPRINTS

Size	Open	6x	12x	24x	39x	52x	70x	104x
2 tab	\$38	\$38	\$38	\$38	\$38	\$38	\$38	\$38
4 tab	63	60	59	58	58	57	57	57
8 tab	82	74	69	65	63	60	58	58
12 tab	89	84	83	80	75	69	65	64
16 tab	98	90	89	86	84	82	75	72
20 tab	108	102	98	93	90	87	84	80
24 tab	114	109	108	102	97	91	88	85
28 tab	124	118	117	112	107	100	94	91
32 tab	135	129	125	117	112	106	102	98
36+ tab	139	137	135	125	118	114	109	105

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Post-Tribune

MECHANICAL SPECIFICATIONS

BROADSHEET

Column Widths	Picas	Inches
1 column	11p	1.833"
2 columns	22p9	3.7921"
3 columns	34p6	5.75"
4 columns	46p3	7.708"
5 columns	58p	9.667"
6 columns	69p9	11.625"

Broadsheet pages are 21" deep

DAILY TAB

Column Widths	Picas	Inches
1 column	9p4	1.5625"
2 columns	19p10	3.3125"
3 columns	30p4	5.0625"
4 columns	40p6	6.75"
5 columns	51p	8.5"
6 columns	61p6	10.25"

Tabloid pages are 11.50" deep

Modular Tab

	Inches
1/8 of page	5.0625" x 2.875"
1/4 of page	5.0625" x 5.75"
1/2 of page Horizontal	10.25" x 5.75"
1/2 of page Vertical	5.0625" x 11.5"
Full page	10.25" x 11.5"

Comics - Rate Card Available

- Spadea with 1/4, 1/3 and 1/2 fold
- Gatefold

Double Trucks

	Picas	Inches
ROP – 13 cols.	145p6	24"
Tabloid – 13 cols.	129p	21.5"

Color

Color ads are accepted as electronic files only. We no longer accept color separations, veloxes or negatives.

Screens	Dpi
85 line	200dpi (B&W) 255dpi (Color)

SPACE DEADLINES

PUBLICATION	SECTION	SPACE DEADLINE
Monday	All sections	Thursday 5:00 p.m.
Tuesday	All sections	Thursday 5:00 p.m.
Wednesday	All sections except Life	Friday 5:00 p.m.
Wednesday	Lifestyle	Thursday 5:00 p.m.
Thursday	All sections	Monday 5:00 p.m.
Friday	All sections except noted	Tuesday 5:00 p.m.
Friday	Weekender	Monday 5:00 p.m.
Saturday	All sections	Tuesday 5:00 p.m.
Sunday	All sections	Wednesday 5:00 p.m.
Sunday	I.Q.	Tuesday 5:00 p.m.
Sunday	Drive	Wednesday 5:00 p.m.

COMPLETE PRESS-READY AD IS DUE 2PM ON DAY OF PRINT

RETAIL PRE-PRINT AND SHIPPING

Post-Tribune

Daily & Sunday Inserts

Ship to:

Chicago Sun-Times Printing Plant

Attn: Supplement Foreman

2800 South Ashland Avenue

Chicago, IL 60608

Phone: 773-890-7443 or 7453

Mon.-Fri. 6am to 9pm

Sat. & Sun. 6am - Noon

Door 21

Post-Tribune TMC

and Crown Point

Shopping News /Star

PLEASE CALL FOR

SHIPPING DETAILS

219-648-3182

Skids, boxes or bundles must be clearly labeled with:

1. Newspaper Name
2. Pre-Print Distribution Date
3. Quantity

RETAIL PREPRINT

- Mechanical requirements/shipping instructions available upon request.
- Preprint contract is required in order to establish frequency discount.
- Preprint sections should be shipped to the newspaper prepaid, on banded disposable skids maximum (2000 lbs.) in turns of 100.
- Full run CPM based on Daily and Sunday Post-Tribune insert reservation form. Ask your account executive for distribution numbers.
- Part run rates - add \$5 per thousand to full run rates
- 8-1/2" x 11" card stock charged at \$36 per thousand
- Card stock must be 67# Vellum
- Minimum charge for inserting is \$400
- MINIMUM SIZE 5-1/2" x 10" Tab
- MAXIMUM SIZE 11" x 12" Tab
Any insert over the maximum size must be folded.
- Preprint revenue will apply to ROP contract agreement but will not be counted towards rebates.
- **Deadline:** Preprints are due:
7 days prior to Monday through Saturday publication.
10 days prior to SUNDAY publication. Holidays may vary.
In the event that the shipment is delayed, an additional charge of \$250 will be made.

CAMERA READY/ELECTRONIC OPTIONS

The Post-Tribune is equipped to receive electronic files via Adsend, Adirect, Adtransit, email, ftp or on the following media: floppy disk, Zip 100 or 250Mg or CD. Files should be sent as PDF's with all fonts embedded or as original Illustrator with outlines, Photoshop with workable layers, QuarkXPress or InDesign CS2 documents with supporting art files (as tiff, eps or jpeg) and all fonts (screen and postscript) included. Disks will be returned. Full page, double truck or color ads must be sent in electronically. We do not accept veloxes or negative film as ad material. If you have any questions or need to send files in a format other than those listed above, please contact your account executive.

Send electronic files to - ads @post-trib.com

Please call for ftp information

NOTICE: Advertiser agrees that by placing an advertisement in the Post-Tribune advertiser licenses to the Post-Tribune, on a non-exclusive basis, all copyrights and other ownership rights in the advertisement, including the right to publish, reproduce, display, adapt, transmit or produce derivative works in any medium, including any digitized or electronic medium. Advertiser authorizes the Post-Tribune to bring suit in the Post-Tribune's discretion and at the Post-Tribune's expense for any unauthorized use, reproduction, display, distribution, or performance of the advertisement as it appears in the Post-Tribune or for its unauthorized alteration. Nothing shall prevent advertiser from placing the same or a similar advertisement in any other media, or from bringing suit on its own behalf and at its own expense to enforce its copyright interests in the advertisement.