

NATIONAL ROP ADVERTISING

Black and White Rates

(6 column format)

	Column Inch Daily	Column Inch Sunday
a) Open Rate	\$104.15	\$141.90
b) Contract Level		
198"	\$96.70	\$131.00
396"	\$91.40	\$123.20
792"	\$86.05	\$119.35
1716"	\$83.00	\$113.30
3432"	\$80.30	\$109.40
5148"	\$78.10	\$106.15
6864"	\$74.95	\$102.25
8580"	\$70.55	\$96.10
10296"	\$66.65	\$91.60

Repeat Discounts

Repeat any ad without copy changes within seven days and take a 20% discount for the first repeat and a 30% discount for additional insertions.

Discount does not apply to color. The discounts are taken off the daily rates.

Frequency Discounts

Flight Plan

Build top of mind awareness and reach 219,000 Adults of Ada & Canyon County at a 2.4 frequency with the Idaho Statesman's Flight Plan.

The plan includes 4 ads published in 1 week with an average col. inch rate of \$59.55/col. inch.

Ad #	Publication Date
Ad 1	Sunday
Ad 2 & 3	Choose two days from Monday, Tuesday, Wednesday or Saturday
Ad 4	Choice of Thursday or Friday

Billing rate is \$55.75 per column inch. Minimum 10" and maximum 90" ad size. No exceptions for run days or number of ads.

—Annual bulk contract customers not fulfilling a minimum 198 inches per year will be re-billed using the following per inch/line rates: Display—\$97.50 daily, \$132.90 Sunday.

MARKETPLACE WEEKLY

—TOTAL MARKET COVERAGE

Saturate the market by placing advertising in both the Statesman and Marketplace Weekly, reaching more than 140,000 homes. Marketplace Weekly is carrier-delivered to non-subscribing homes in Ada County each Wednesday, with an average distribution of 80,000. Dollars spent advertising in Marketplace Weekly are applied to the fulfillment of your Annual Agreement.

a) Advertising Rates

Repeat copy nonsubscriber edition

Front or back cover pages are available in full color (net) - \$1,030.00 ea.

Inside black and white pages (net) - \$777.00 ea.

Full Color \$250.00 regardless of ad size.

Color Rates

a) Available daily and Sunday. Request 3 day leeway. B/W 1C, B/W 2, B/W 3C.

b) No minimum size.

c) Use black and white rates plus:

Number of Colors	Daily	Sunday
1 Color	\$949	\$1,202
2 Color	\$1,196	\$1,498
3 Color	\$1,526	\$1,879

— Double truck color on ads larger than 120 inches is charged at 150% of color rate.

— Color Discount: Annual Color Discount Contracts 6/year – 5% discount; 12/year – 10% discount; 24/year – 15% discount.

Special ROP Units

Monday thru Sunday positioning available, page 2 of the newspaper and second Main and National news up to 6x11, full page on the back of the local news section. Call for details. Business stock island ad: Tuesday thru Saturday, (3x10) 25% premium applies. No stock island available day following recognized holiday.

Call for Rates and Availability.

Special Days

- a) Monday: helping, Community Involvement.
- b) Tuesday: Health 7 Nutrition in Life.
- c) Wednesday: Food section in Life. Recipes, tips and grocery store coupons.
- d) Thursday: Idaho Outdoors tabloid. Home in Life.
- e) Friday: Scene entertainment tabloid and Family in Life.
- f) Saturday: Comprehensive real estate guide. Week's largest auto classifieds. Money in Life.
- g) Sunday: The week's largest Classifieds section. Mfgs. Coupons/Holiday sales. Sunday color comics. TV guide.

Special Classification/Rates

a) **Position conditions:** Every effort will be made to meet reasonable position requests. Failure to meet position requests will not constitute cause for adjustment, refund or re-run. However, position can be guaranteed, subject to availability, at a 25% premium.

b) **CAP (Cooperative Advertising Rate)** for dealer groups, dealer tie-in, or individual dealer ads. Linage run at co-op rate does not apply to contract.

CAP rate per inch

CAP rate is non-commissionable.

Column Inch Daily	Column Inch Sunday
\$53.00	\$73.00

c) Civic/Non-Profit Rates –

Rates are non-commissionable.

Column Inch Daily	Column Inch Sunday
\$60.00	\$82.50

Classified Rates

Contact the Idaho Statesman Classified Department for current rates at 208-377-6333 or 1-800-635-8934.

Comic Section (process color)

Size	Mechanical	Cost
Full PG	11.75" x 20"	\$5,329
3/4 PG	11.75" x 15"	\$3,801
1/2 PG	11.75" x 9.75"	\$3,034
1/3 PG	11.75" x 6.5"	\$2,296
1/6 PG	11.75" x 3"	\$1,549

Frequency Discount:

6 times – 8%

13 times – 10%

26 times – 12%

52 times – 15%

Gatefold (1 full page) \$5,700
Spadea Fold (2 full pages) \$10,826

Above rates include full color. Color separations are extra. Closing time 30 days in advance.

PREPRINTS

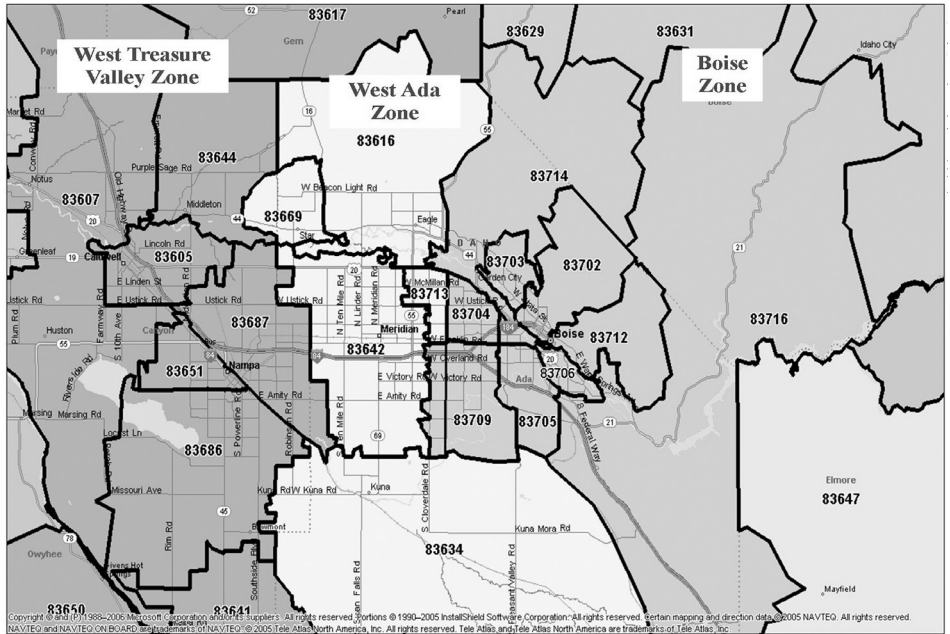
—SEE INSERT

Insert Xpress

Insert Xpress are full color, glossy sales pieces. Convenient and cost effective, there are formats to meet all of your advertising and promotional needs. For specifics on available formats, cost per thousand, distribution quantities and deadlines, call 208-377-6290.

	(CPM Pricing)		
	1 pg/2 sides	4 pg	8 pg coupon
10,000-25,000	\$130.00	\$221.50	N/A
30,000-50,000	\$84.50	\$137.00	N/A
55,000-100,000	\$73.00	\$125.50	\$203.50
105,000-245,000	\$66.00	\$112.00	\$191.00

All inserts purchased in increments of 5,000.



**Tab-On
Front Page**

3" x 3"	25,000	35,000	50,000	75,000	100,000	200,000	300,000	500,000	1,000,000
1-3 Color	\$93	\$80	\$67	\$64	\$60	\$47	\$41	\$39	\$35.38
4 Color	\$116	\$99.75	\$83.50	\$79.75	\$74.75	\$58.50	\$51	\$48.50	\$42.63

Section & Niche

3" x 3"	10,000	50,000	75,000	100,000	200,000	300,000	500,000	1,000,000
1-3 Color	\$70	\$50.50	\$48.25	\$45.25	\$35.50	\$31	\$29.50	\$26.78
4 Color	\$87.25	\$62.88	\$60.06	\$56.31	\$44.13	\$38.50	\$36.63	\$32.22

Terms and Conditions

- a)** Agency Commission 15%; Cash with order unless credit established. If the customer utilizes an agency, the customer and the agency shall be jointly and severally liable for payment and for compliance with all terms and conditions under this rate schedule.
- b)** All balances not paid within 20 days are subject to a delinquency charge of 1.5% per month (annual percentage rate of 18%). Minimum charge is \$1 per month.
- c)** The Customer shall make payment within 20 days of the billing date indicated on Company's statement, and in the event that it fails to make payment within such time, Company may reject advertising copy and/or immediately cancel this agreement, and Customer agrees to indemnify Company for all expenses incurred in connection with the collection of amounts payable under this agreement, including court costs and attorney's fees. If this agreement is cancelled due to Customer's failure to make timely payment, Company may rebill the Customer for the outstanding balance due at the open or earned contract rate, whichever is applicable.

Policy – All Classifications

- a)** National rates apply to advertising which indicates advertiser is: a manufacturer, producer, distributor or wholesaler, service provider, broker, dealer list, and agency representing the above on a commissionable basis. The national rate also applies to individuals and groups not doing business as retail outlets within the 11-county newspaper distribution area of Southern Idaho regardless of whether advertising originates within or outside the Idaho Statesman's circulation area. Airlines, telecommunications, and travel agencies are considered national.
- b)** Rate revision(s) upon 30 days advance notice to contract advertiser.
- c)** Alcoholic beverage and tobacco advertising accepted. All advertising subject to publisher approval.
- d)** Advertising which simulates editorial content must carry the word "Advertisement" in minimum 10 point type, with prominent border.
- e)** Cancellations accepted until closing deadline.
- f)** Cancellations for Marketplace Weekly product accepted until seven days prior to publication.

g) All display employment advertising will be billed at earned Classified rate regardless of placement.

h) Advance contract required to earn discounts. Contract cannot be postdated prior to 1st day of month in which it is issued. Must specify bulk space desired. Multiple products of same advertiser can be combined for discount purposes and placed through multiple agencies. Space units may vary in size as long as they total minimum contract requirements.