

EFFECTIVE MARCH 2, 2009

Idaho Statesman
The Newspaper of the Treasure Valley
IDAHOSTATESMAN.COM

PREPRINT INSERT RATES

Preprints are delivered for less than the cost of mailing. Almost any preprinted piece (sales flyer, circular, brochure) can be inserted into the Idaho Statesman and delivered to your prime customers for less than the cost of mail.

Daily Full Run

Minimum quantity of 61,000.

	1-11X	12-23X	24-47X	48-59X	60-83X	84-95X	96-107X	108X +
Single Sheet	\$41.50	\$37.50	\$35.50	\$33.50	\$31.50	\$31.50	\$31.50	\$31.50
4-6 pages	\$48.50	\$46.50	\$45.50	\$43.50	\$40.50	\$39.50	\$38.50	\$36.50
8-10 pages	\$49.50	\$47.50	\$46.50	\$44.50	\$41.50	\$40.50	\$39.50	\$37.50
12-14 pages	\$51.50	\$48.50	\$47.50	\$43.50	\$42.50	\$41.50	\$40.50	\$38.50
16-18 pages	\$52.50	\$49.50	\$48.50	\$46.50	\$43.50	\$42.50	\$41.50	\$39.50
20-22 pages	\$54.50	\$50.50	\$49.50	\$48.50	\$45.50	\$43.50	\$42.50	\$40.50
24-26 pages	\$55.50	\$52.50	\$51.50	\$49.50	\$46.50	\$45.50	\$44.50	\$43.50
28-30 pages	\$56.50	\$53.50	\$52.50	\$51.50	\$47.50	\$46.50	\$45.50	\$44.50
32 pages	\$57.50	\$54.50	\$53.50	\$52.50	\$49.50	\$48.50	\$47.50	\$46.50

Sunday Full Run

Minimum quantity of 81,000

	1-11X	12-23X	24-47X	48-59X	60-83X	84-95X	96-107X	108X +
Single Sheet	\$43.50	\$39.30	\$37.20	\$35.10	\$33.00	\$33.00	\$33.00	\$33.00
4-6 pages	\$50.85	\$48.75	\$47.70	\$45.60	\$42.45	\$41.40	\$40.35	\$38.25
8-10 pages	\$51.90	\$49.80	\$48.75	\$46.65	\$43.50	\$42.45	\$41.40	\$39.30
12-14 pages	\$54.00	\$50.85	\$49.80	\$47.70	\$44.55	\$43.50	\$42.45	\$40.35
16-18 pages	\$55.05	\$51.90	\$50.85	\$48.75	\$45.60	\$44.55	\$43.50	\$40.40
20-22 pages	\$57.15	\$52.95	\$51.90	\$50.85	\$47.70	\$45.60	\$44.55	\$42.45
24-26 pages	\$58.20	\$55.05	\$54.00	\$51.90	\$48.75	\$47.70	\$46.65	\$45.60
28-30 pages	\$59.25	\$56.10	\$55.05	\$54.00	\$49.80	\$48.75	\$47.70	\$46.65
32 pages	\$60.30	\$57.15	\$56.10	\$55.05	\$51.90	\$50.86	\$49.80	\$48.75

Daily Metro

Quantity of 54,000 - 61,000

	1-11X	12-23X	24-47X	48-59X	60-83X	84-95X	96-107X	108X +
Single Sheet	\$41.50	\$37.50	\$35.50	\$33.50	\$31.50	\$31.50	\$31.50	\$31.50
4-6 pages	\$49.91	\$47.85	\$46.82	\$44.76	\$41.67	\$40.64	\$39.61	\$37.55
8-10 pages	\$50.94	\$48.88	\$47.85	\$45.79	\$42.70	\$41.67	\$40.64	\$38.58
12-14 pages	\$53.00	\$49.91	\$48.88	\$46.82	\$43.73	\$42.70	\$41.67	\$39.61
16-18 pages	\$54.03	\$50.94	\$49.91	\$48.00	\$44.76	\$43.73	\$42.70	\$40.64
20-22 pages	\$56.09	\$51.97	\$50.94	\$49.91	\$46.82	\$44.76	\$43.73	\$41.67
24-26 pages	\$57.12	\$54.03	\$53.00	\$50.94	\$47.85	\$46.82	\$45.79	\$44.76
28-30 pages	\$58.15	\$55.06	\$54.03	\$53.00	\$48.88	\$47.85	\$46.82	\$45.79
32 pages	\$59.18	\$56.09	\$55.06	\$54.03	\$50.94	\$49.91	\$48.88	\$47.85

Sunday Metro

Quantity of 72,000 - 81,000

	1-11X	12-23X	24-47X	48-59X	60-83X	84-95X	96-107X	108X +
Single Sheet	\$43.50	\$39.30	\$37.20	\$35.10	\$33.00	\$33.00	\$33.00	\$33.00
4-6 pages	\$52.33	\$50.17	\$49.09	\$46.92	\$43.68	\$42.60	\$41.52	\$39.35
8-10 pages	\$53.41	\$51.25	\$50.17	\$48.00	\$44.76	\$43.68	\$42.60	\$40.43
12-14 pages	\$55.58	\$52.33	\$51.25	\$49.09	\$45.84	\$44.76	\$42.68	\$41.52
16-18 pages	\$56.66	\$53.41	\$52.33	\$50.17	\$46.92	\$45.84	\$44.79	\$42.60
20-22 pages	\$58.82	\$54.49	\$53.71	\$52.33	\$48.09	\$46.92	\$45.84	\$43.68
24-26 pages	\$59.90	\$56.66	\$55.58	\$53.41	\$50.17	\$49.09	\$48.00	\$46.92
28-30 pages	\$60.98	\$57.74	\$56.66	\$55.58	\$53.25	\$50.17	\$49.08	\$48.00
32 pages	\$62.06	\$58.82	\$57.74	\$56.66	\$53.41	\$52.33	\$51.25	\$50.17

Daily Zoned

Quantity less than 54,000

	1-11X	12-23X	24-47X	48-59X	60-83X	84-95X	96-107X	108X +
Single Sheet	\$45.50	\$41.50	\$39.50	\$37.00	\$35.00	\$35.00	\$35.00	\$35.00
4-6 pages	\$53.91	\$51.85	\$50.82	\$48.26	\$45.17	\$44.14	\$43.11	\$41.05
8-10 pages	\$54.94	\$52.88	\$51.85	\$49.29	\$46.20	\$45.17	\$44.14	\$42.08
12-14 pages	\$57.00	\$53.91	\$52.88	\$50.32	\$47.23	\$46.20	\$45.17	\$43.11
16-18 pages	\$58.03	\$54.94	\$53.91	\$51.35	\$48.26	\$47.23	\$46.20	\$44.14
20-22 pages	\$60.09	\$55.97	\$54.94	\$53.41	\$50.32	\$48.26	\$47.23	\$45.17
24-26 pages	\$61.12	\$58.03	\$57.00	\$54.44	\$51.35	\$50.32	\$49.29	\$48.26
28-30 pages	\$62.12	\$59.06	\$58.03	\$56.50	\$52.38	\$51.35	\$50.32	\$49.29
32 pages	\$63.18	\$60.09	\$59.06	\$57.53	\$54.44	\$53.41	\$52.38	\$51.35

Sunday Zoned

Quantity less than 72,000

	1-11X	12-23X	24-47X	48-59X	60-83X	84-95X	96-107X	108X +
Single Sheet	\$47.50	\$43.30	\$41.20	\$39.10	\$37.00	\$37.00	\$37.00	\$37.00
4-6 pages	\$56.33	\$54.17	\$53.04	\$50.92	\$47.68	\$46.60	\$45.52	\$43.35
8-10 pages	\$57.41	\$55.25	\$54.17	\$52.00	\$48.76	\$47.68	\$46.60	\$44.43
12-14 pages	\$59.58	\$56.33	\$55.25	\$53.09	\$49.84	\$48.76	\$47.68	\$45.52
16-18 pages	\$60.66	\$57.41	\$56.33	\$54.17	\$50.92	\$49.84	\$48.76	\$46.60
20-22 pages	\$62.82	\$58.49	\$57.41	\$56.33	\$53.09	\$50.92	\$49.84	\$47.68
24-26 pages	\$63.90	\$60.66	\$59.58	\$57.41	\$54.17	\$53.09	\$52.00	\$50.92
28-30 pages	\$64.98	\$61.74	\$60.66	\$59.58	\$55.25	\$54.17	\$53.04	\$52.00
32 pages	\$66.06	\$62.82	\$61.74	\$60.66	\$57.41	\$56.33	\$55.25	\$54.17

TMC Full Run

Minimum quantity of 61,000

	1-11X	12-23X	24-47X	48-59X	60-83X	84-95X	96-107X	108X +
Single Sheet	\$36.50	\$32.50	\$30.50	\$28.50	\$26.50	\$26.50	\$26.50	\$26.50
4-6 pages	\$43.50	\$41.50	\$40.50	\$38.50	\$35.50	\$34.50	\$33.50	\$31.50
8-10 pages	\$44.50	\$42.50	\$41.50	\$39.50	\$36.50	\$35.50	\$34.50	\$32.50
12-14 pages	\$46.50	\$43.50	\$42.50	\$40.50	\$37.50	\$36.50	\$35.50	\$33.50
16-18 pages	\$47.50	\$44.50	\$43.50	\$41.50	\$38.50	\$37.50	\$36.50	\$34.50
20-22 pages	\$49.50	\$45.50	\$44.50	\$43.50	\$40.50	\$38.50	\$37.50	\$35.50
24-26 pages	\$50.50	\$47.50	\$46.50	\$44.50	\$41.50	\$40.50	\$39.50	\$38.50
28-30 pages	\$51.50	\$48.50	\$47.50	\$46.50	\$42.50	\$41.50	\$40.50	\$39.50
32 pages	\$52.50	\$49.50	\$48.50	\$47.50	\$44.50	\$43.50	\$42.50	\$41.50

TMC Zoned

Quantity less than 61,000

	1-11X	12-23X	24-47X	48-59X	60-83X	84-95X	96-107X	108X +
Single Sheet	\$43.50	\$39.30	\$37.20	\$35.10	\$33.00	\$33.00	\$33.00	\$33.00
4-6 pages	\$50.85	\$48.75	\$47.70	\$45.60	\$42.45	\$41.40	\$40.35	\$38.25
8-10 pages	\$51.90	\$49.80	\$48.75	\$46.65	\$43.50	\$42.45	\$41.40	\$39.30
12-14 pages	\$54.00	\$50.85	\$49.80	\$47.70	\$44.50	\$43.50	\$42.45	\$40.35
16-18 pages	\$55.05	\$51.90	\$50.85	\$48.75	\$45.60	\$44.55	\$43.50	\$41.40
20-22 pages	\$57.15	\$52.95	\$51.90	\$50.85	\$47.70	\$45.60	\$44.55	\$42.45
24-26 pages	\$58.20	\$55.05	\$54.00	\$51.90	\$48.75	\$47.70	\$46.65	\$45.60
28-30 pages	\$59.25	\$56.10	\$55.05	\$54.00	\$49.80	\$48.75	\$47.80	\$46.65
32 pages	\$60.30	\$57.15	\$56.10	\$55.05	\$51.90	\$50.85	\$49.80	\$48.75

—Rates apply to both daily & Sunday insertions. —When insert exceeds 32 pages, add \$1.00 per thousand for each additional 2-tab page.
—The above rates are for both The Statesman and Marketplace Weekly.

PREPRINT SPECIFICATIONS AND DELIVERY INSTRUCTIONS MARCH 2, 2009

DELIVERY ADDRESS/PHONE:

Idaho Statesman
1200 N. Curtis Road
Boise, Idaho 83706
208-377-6200

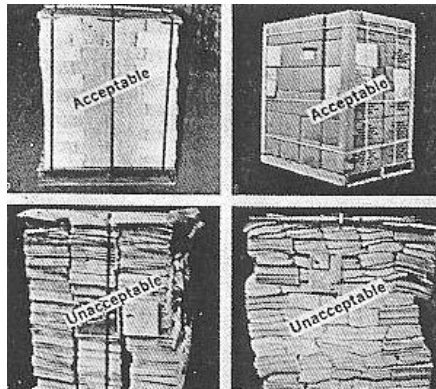
Shipping and Delivery Requirements

1. Bill of lading must contain the following information; Printer, Advertiser, Name of Preprint, Insertion Date, Quantity of skids in shipment, and total quantity of Preprints shipped.
2. Receiving Hours – Normal Hours are 8:00 am to 4:00 pm Monday through Friday. Deliveries may be made with prior approval by calling the Idaho Statesman Distribution Center at 208-377-6497.
3. Delivery deadlines: Sunday must be 10 calendar days prior to insertion date; Weekday and Saturdays must be 7 calendar days prior to insertion date. Earlier deadlines may be required during the 4th quarter holiday season. If at all possible deliveries should not be made earlier than 21 days prior to insertion date.
4. Idaho Statesman reserves the right to refuse delivery of damaged shipments. If refusal is deemed necessary, Idaho Statesman will take photos of damaged shipment and notify the Advertiser immediately.
5. **Direction to Plant – Inter-State I84 East or West to Exit 49 (I-184 City Center), Exit at Curtis Road (Hospital Exit), Right turn onto Curtis Road moving immediately into the Left lane, Left turn onto Irving Street, Left turn onto Eagleston.**

Product Specifications and Acceptability

1. All Preprints to be inserted into the Idaho statesman must be suitable for machine insertion. Any Preprint that does not meet our requirements will be required to send a sample quantity of 200 pieces for a test run, a minimum of 21 days prior to the requested insertion date. Acceptance based on completion of test run.
2. Preprint content deemed unsuitable for insertion into the Idaho Statesman may result in rejection of the Preprint.

3. Minimum stock for broadsheet or tabloid Preprint must be .0026 thickness or heavier. Single sheet Preprints must be a minimum of 60 lb. basis weight.
4. Preprint measurements – Maximum size is 11 ½ inches by 12 inches with fold on the 12 inch side; Minimum size is 5 ½ inches by 7 inches.
5. We cannot guarantee one insert per paper or full distribution of ordered quantity for any preprint that does not meet our minimum specifications or quality standards, including skidding/palletizing flat, with tight non ballooned folds, free from rolled edges, wrinkles, and all other distortions.
6. Preprints should carry Date of Publication and Version Identification, if applicable, on the front cover or back page.
7. Product Samples may require a MSDS (Material Safety Data Sheet) prior to acceptance for distribution to Idaho Statesman delivery carriers and/or subscribers.
8. Mailers and Envelopes – Short seal 4 ¼" wide x 6 ¾" long; Long seal 6 ¾" wide x 7 ½" long.
9. Non-standard Preprints, Envelopes, Consumer Sample Packets, Perforated Cards, Self-sealing envelopes, Etcetera - must not be attached to the front and/or back pages of a Preprint; must be submitted for evaluation and a minimum of 200 pieces furnished for a test run under the same provisions as item #1 above.



Packing and Skidding Requirements

1. Skidded Preprints must be stacked on solid base, non-returnable pallets. Flimsy or broken pallets are not acceptable. Pallet size of 40' x 48' with minimum under clearance of 4 inches. All wooden skids must have a minimum of six bottom runners, two at front and rear of pallet and two in the center. Skids must be either banded or shrink wrapped; if banded they must contain two bands per side.
2. Sample of Preprint should be displayed on skid for load identification. Skid height should not exceed 60 inches (5 ft). Skid weight should not exceed 2,000 lbs. Protective cover (cardboard) should be placed on skid prior to stacking, between layers, and before topping of skid. Skid tops must conform in size to base of skid
3. All sections must be evenly jogged, bricked stacked, with interlocking layers in turns of:
8 tab or less...150pcs/turn; 4 turns per bundle
12-20 tab.....100pcs/turn; 4 turns per bundle
25-52 tab.....50pcs/turn; 6 turns per bundle
56 tab or larger.....25pcs/turn; 4 turns per bundle.
4. Carton Packing – Carton weight must not exceed 40 lbs.; to prevent curling of Preprint all Cartons must be fully packed or padded internally; Cartons must contain same number of copies, except for last Carton. All Cartons must have an outside label identifying the Preprint, number copies in Carton, and Carton #, 1 of 5, 3 of 5, etc.
5. Skid tags must include: Name of Advertiser; Insert Name; Insertion Date; Total Skid Weight; Total number of Preprints shipped; number of Preprints on skid; Total number of skids shipped, skid number 1 of 9, 2 of 9, etc. number of copies in each bundle; Printers name and phone number.