

# retail preprint rate card

## Richmond Times-Dispatch

Supplement to Card #61 • Effective October 1, 2007  
 300 E. Franklin Street  
 Richmond, VA 23219  
 Ph: (804) 649-6251 Fax: (804) 775-8019 or (804) 649-6903

### Rates (Cost Per Thousand)

Number of Pages

(F) Flexie (up to 9"x11")	2F	4F	8F	16F	24F	32F	40F	48F	56F	64F	72F
(T) Tab (up to 12"x14")	n/a	2T	4T	8T	12T	16T	20T	24T	28T	32T	36T
(S) Standard (over 12"x14")	n/a	—	2S	4S	6S	8S	10S	12S	14S	16S	18S

Sunday (Full Run)	\$37	\$46	\$51	\$57	\$66	\$71	\$76	\$79	\$83	\$85	\$87
Daily (Full Run)	\$37	\$44	\$49	\$54	\$62	\$67	\$69	\$71	\$73	\$75	\$77
Zoned* (Daily or Sun)	\$37	\$50	\$60	\$65	\$70	\$75	\$80	\$82	\$84	\$86	\$88

Contact your account executive for pricing on pieces larger than 36-page tabs or equivalent.

### Reservations & Deadlines

Because availability is limited, reservations should be made as far in advance as possible. Preprints must be received:

- Daily — 7 days in advance of insertion
- Sunday — 10 days in advance of insertion

\*Zone Minimum Quantities: Daily 20,000 Sunday 50,000

### Annual Frequency Contract

- 13 times . . . . . 5% discount
- 26 times . . . . . 10% discount
- No other discounts apply.

### Size Requirements

- Your preprint should not be larger than 12 inches wide and 11 inches long (width is folded edge).
- Minimum size is 7 1/2 inches by 9 1/4 inches.
- For smaller sizes, consult your newspaper representative.
- Single sheet preprints should be on no less than 80 lb. stock paper. (6/1000 inch thick)
- Four-page preprints or less and on less than 80 lb. stock paper need to be quarter-folded.
- Preprints larger than 12 inches by 11 inches need to be quarter-folded.
- Preprints more than four pages and no larger than 12 inches by 11 inches do not need to be quarter-folded.

### We-Prints

Single sheet 8 1/2 x 11

	15,000-24,999	25,000-49,999	50,000 +
1 color/1 side . . . . .	\$65	\$61	\$60
1 color/2 sides . . . . .	\$68	\$63	\$61
2 colors/1 side . . . . .	\$70	\$64	\$61
2 colors/2 sides . . . . .	\$72	\$69	\$62
Full Color/1 side . . . . .	\$99	\$92	\$84
Full Color/2 sides . . . . .	\$101	\$94	\$86

- Above prices quoted on 8 1/2" x 11" 75 lb. high bulk (available in white only)
- Add \$13 per thousand for 70 lb. colored paper
- Add \$15 per thousand for glossy stock
- Minimum 15,000 purchase required
- Other paper available upon request (prices vary)
- DEADLINE: Allow three weeks for production and printing for single color piece and 4 weeks for production and printing of a four color piece

### 4-Page We-Prints

4-page We-Prints are printed on 11" x 17" paper and folded

	15,000-24,999	25,000-49,999	50,000 +
One Color/ea. side . . . . .	\$94	\$92	\$91
Two Colors/ea. side . . . . .	\$100	\$95	\$93
Full Color/ea. side . . . . .	\$135	\$123	\$116

### Card/Envelope Supplement Requirements:

Card and envelope supplements should be packed in cardboard boxes in rows with dividers between the rows. If more than one layer is packed in a box, cardboard separators must be used on top of each layer. Maximum weight per box is 40 lbs. All boxes should be strapped and wrapped to the pallets with plastic.

### Bills of Lading/Pallet Tags:

Include the following information:

- Name of newspaper
- Name of advertiser
- Insert run date
- Total number of inserts shipped
- Number of inserts on the pallet
- Total number of pallets in shipment
- Total gross weight of shipment, including pallets and shipping materials
- Name of printer and phone number

### Packaging Requirements:

The following specifications should be used to ensure your preprints on pallets (skids) are properly packaged:

- Preprints must be suitable for machine insertion with individual bundles, not tied or banded
- All preprints must be stacked on pallets in consistent lifts and be well-jogged.
- Stacked preprints should cover the pallet and never protrude beyond limits of the pallet. Folded edges should be turned toward the inside of the load whenever possible.
- Preprints must be stacked on solid base, non-returnable pallets in good condition. Pallet tops must be wood or a sturdy equivalent and the same dimensions as the pallet base.
- A substantial protective cover should be placed on the pallet before stacking and another cover placed before topping.
- Cardboard sheets or suitable binder sheets, not waxed or coated, should be placed between layers.
- Banding should be tight without pulling down and bending the top turn or pulling loose pallet flooring. A minimum of four (4) bands should be placed on each load. Plastic wrapped pallets are appreciated.
- Floor clearance from floor to bottom of the pallet base must be a minimum of 4 1/2".
- Maximum allowable loaded pallet height is 5 1/2 feet measured from the floor to the pallet top. Maximum acceptable weight per loaded pallet is 2,500 lbs.
- The pallet tag and a sample of the preprint must be displayed on two adjacent sides of each pallet.
- Do not double stack pallets on trucks.

### Delivery Hours

Monday-Friday: 8 a.m. to 3:30 p.m.  
 Saturday: 8 a.m. to 11:30 a.m.  
 7 nights/week 9 p.m. to 3 a.m.

### Delivery Address

Richmond Times-Dispatch  
 8460 Times-Dispatch Blvd.  
 Mechanicsville, VA 23116  
 Door #24

Attention: Preprint Manager or  
 Mailroom Manager

Call for unloading instructions:  
 (804) 559-8211 or (804) 559-8272 (days)  
 (804) 559-8460 (nights/weekends)

### Rate Base

Sunday . . . . . 219,000  
 Mon - Thurs. . . . . 185,000  
 Fri - Sat. . . . . 190,000  
 Sunday Distribution Quantities will apply on all Holidays as defined in our Retail Rate Card.