

# 2021 Rates

1. Name of Newspaper: \_\_\_\_\_

Day(s) of Publication: \_\_\_\_\_ Paid Circulation: \_\_\_\_\_  
(circle day(s)) Su Mo Tu **Wed** Th Fri Sat (from line 15c of Publisher's statement)

## 2. ROP Rates (as of January 1, 2021)

National (commissionable rate): Sun \$ \_\_\_\_\_ Wkdy \$ \_\_\_\_\_ Prem/TMC \$ \_\_\_\_\_

Retail/Net Rate: Sun \$ \_\_\_\_\_ Wkdy \$ \_\_\_\_\_ Prem/TMC \$ \_\_\_\_\_

## 3. Color Rates (NET)

SUN 1 Color(spot): \_\_\_\_\_ 2 Color: \_\_\_\_\_ 3 Color/Full Process: \_\_\_\_\_ **OR** Per Column Inch: \_\_\_\_\_ pci

WKDY 1 Color(spot): \_\_\_\_\_ 2 Color: \_\_\_\_\_ 3 Color/Full Process: \_\_\_\_\_ **OR** Per Column Inch: \_\_\_\_\_ pci

## 4. Insert Rates (net)

Minimum # required: \_\_\_\_\_

Flat Rate: \_\_\_\_\_ If so, What? \$ \_\_\_\_\_

Do you zone inserts? \_\_\_\_\_ By \_\_\_\_\_

Send inserts to paper? \_\_\_\_\_ or send to printer? \_\_\_\_\_

Shipping Address for inserts:  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

## 5. Rates Per Thousand: (net)

Single Sheet \_\_\_\_\_

4 pg Tab \_\_\_\_\_

8 pg Tab \_\_\_\_\_

12 pg Tab \_\_\_\_\_

Insert Deadline (days): \_\_\_\_\_

Is folding required? \_\_\_\_\_

## 6. CIRCULATION

Paid Circ

Sun: \_\_\_\_\_ Dly: \_\_\_\_\_

TMC Circ: \_\_\_\_\_

TOTAL Circ: \_\_\_\_\_

**\* Please attach circ  
breakdown by zip code**

## 7. TMC Product (Do you have one? \_\_\_\_\_ If NO, skip to #8)

Do your ROP rates above include a run in your TMC? \_\_\_\_\_

What day does your TMC publish? \_\_\_\_\_

TMC pick-up rate: \_\_\_\_\_ (circle: net or gross)

## 8. Magazine Name: \_\_\_\_\_

Publication freq (mthly, qtrly): \_\_\_\_\_

Deadline: \_\_\_\_\_

**\*\* Please attach your magazine rate card! \*\***

## 9. Classified Information

National (commissionable) Classified Display Rate: Sun: \_\_\_\_\_ Wkdy: \_\_\_\_\_ (weeklies fill in Wkdy)

**Recruitment** Classified Display Rate (if different from above): Sun: \_\_\_\_\_ Wkdy: \_\_\_\_\_ gross or **net?**

## 10. Classified Specs: 1-col: \_\_\_\_\_ 2-col: \_\_\_\_\_ 3-col: \_\_\_\_\_ 4-col: \_\_\_\_\_ 5-col: \_\_\_\_\_

Number of cols: \_\_\_\_\_ 6-col: \_\_\_\_\_ 7-col: \_\_\_\_\_ 8-col: \_\_\_\_\_ 9-col: \_\_\_\_\_ 10-col: \_\_\_\_\_

## 11. ROP Specs: # of Columns \_\_\_\_\_ Full Page Depth: \_\_\_\_\_

1-col: \_\_\_\_\_ 2-col: \_\_\_\_\_ 3-col: \_\_\_\_\_ 4-col: \_\_\_\_\_ 5-col: \_\_\_\_\_ 6-col: \_\_\_\_\_

\* If modular, please include specs sheet for different sizes.

## 12. Deadlines (please indicate day, i.e. for Sunday: Thurs, 4pm, Weekday: 3 bus. days prior)

Dailies: Sunday \_\_\_\_\_ Weekday \_\_\_\_\_ (days prior) Weeklies: \_\_\_\_\_

## 13. Net non-profit rates: Sun: \_\_\_\_\_ Wkdy (weeklies): \_\_\_\_\_

## 14. Advertising Contact you wish to be listed on our updated rate sheet: (please type or print neatly)

Name: \_\_\_\_\_ Direct phone: \_\_\_\_\_

Email: \_\_\_\_\_ Web site: \_\_\_\_\_

**RETURN BY FRIDAY, DEC. 4, 2020**

Email to: leigh2@alabamapress.org

**ALONG WITH A COPY OF YOUR RATE CARDS!**