

preprint rates: *Longview News-Journal & The Marshall News Messenger*

PREPRINT/INSERT RATES

<u>Size</u>	<u>Open Rate</u>	<u>Number of Inserts in 12 Months</u>				
		<u>12-25</u>	<u>26-47</u>	<u>48-77</u>	<u>78-119</u>	<u>120+</u>
Single Sheet	\$52/m	\$46/m	\$45/m	\$44/m	\$43/m	\$41/m
4-Tab/2-Std.	\$62/m	\$58/m	\$51/m	\$46/m	\$44/m	\$43/m
8-Tab/4-Std.	\$64/m	\$59/m	\$52/m	\$47/m	\$45/m	\$44/m
12-Tab/6-Std.	\$69/m	\$63/m	\$59/m	\$48/m	\$47/m	\$45/m
16-Tab/8-Std.	\$71/m	\$65/m	\$63/m	\$59/m	\$57/m	\$51/m
20-Tab/10-Std.	\$73/m	\$66/m	\$64/m	\$60/m	\$58/m	\$55/m
24-Tab/12-Std.	\$74/m	\$67/m	\$65/m	\$62/m	\$60/m	\$57/m
28-Tab/14-Std.	\$75/m	\$69/m	\$66/m	\$64/m	\$62/m	\$58/m
32-Tab/16-Std.	\$76/m	\$71/m	\$69/m	\$66/m	\$63/m	\$59/m
36-Tab/18-Std.	\$79/m	\$72/m	\$70/m	\$67/m	\$65/m	\$61/m

Minimum quantity per insertion: 3,000.
 Rates for larger inserts available on request.
 Less than full run add additional \$7/m.
 Frequency contracts are available for quantities of 3,000 and larger per insertion. Call for quantity details.

PRINT AND DELIVER RATES

The *Longview News-Journal* and *The Marshall News Messenger* offer quality commercial printing and delivery as an effective, low-cost alternative to direct mail. We will print and deliver your single sheet flyer for one low cost per thousand. Choose delivery by zone or full-run. Used in conjunction with our non-subscriber products, NEIGHBORS and MARSHALL THIS WEEK, you have the ability to reach every household in the Longview/Marshall MSA.

To inquire about rates for over-runs or additional copies not to be used as part of our print and deliver program, contact your sales representative.
 Minimum printing quantity: 10,000

60# OFFSET PAPER

INK COLOR CHOICES

<u>Size</u>	<u>1-2</u>	<u>3-4</u>	<u>5-6</u>	<u>7-8</u>
8 1/2 x 11	\$66/m	\$68/m	\$70/m	\$74/m

Cost per thousand is based on the number of ink choices selected. For instance, a sheet with red and black on one side only is charged at the two-color rate. A sheet with red and black on both sides is charged at the four-color rate.

COMMERCIAL PRINT DIVISION

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NEIGHBORS/MARSHALL THIS WEEK - TMC PRODUCT

Preprints and Print and Deliver inserts are delivered via TMC in *Neighbors* (Longview) and *Marshall This Week* (Marshall) every Wednesday. Zoning by zip code is available. Use the following when inserting in conjunction with an insert program in the *Longview News-Journal* or *The Marshall News Messenger*. Certain zip codes subject to additional postage rate changes.

<u>Size</u>	<u>Open Rate</u>	<u>12-52 Inserts in a 12 Month Period</u>
Single Sheet	\$51/m	\$45/m
4-Tab/2-Std.	\$54/m	\$52/m
8-Tab/4-Std.	\$59/m	\$58/m
12-Tab/6-Std.	\$78/m	\$67/m
16-Tab/8-Std.	\$91/m	\$85/m
20-Tab/10-Std.	\$110/m	\$99/m
24-Tab/12-Std.	\$126/m	\$116/m
28-Tab/14-Std.	\$136/m	\$129/m
32-Tab/16-Std.	\$156/m	\$144/m
36-Tab/18-Std.	\$170/m	\$163/m

Minimum quantity per insertion: 3,000.
 Rates for larger inserts available on request.
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 Frequency contracts are available for quantities of 3,000 and larger per insertion.

PREPRINT INFORMATION

PREPRINT FREQUENCY CONTRACTS

Preprint Frequency Rates will apply when an advertiser has signed a frequency contract with the *Longview News-Journal* or *The Marshall News Messenger* committing to run at least 12 insertions in a 12-month period. Contracts are available for quantities of 3,000 or larger per insertion. Otherwise, all inserts will be billed at the open rate.

PREPRINT ZONING

Insertion orders must be placed with our preprint coordinator no later than seven (7) working days prior to date of insertion. Preprinted material, including sections, stock card inserts, envelope inserts, must be delivered prepaid to the *Longview News-Journal* mailroom no earlier than seven (7) working days and not later than five (5) working days preceding date of publication. Deliveries are accepted Monday through Friday, 8-5 p.m. No deliveries accepted evenings or Saturdays and Sundays. Number of copies (or impressions) required will be determined at the time arrangements are made for insertion.

PREPRINT REQUIREMENTS

Preprinted sections/inserts must carry datelines. News style pages must be labeled "Advertisement." These rates apply to any preprints minimum 5 1/2" by 8 1/2" page size to maximum size of 21" by 12 1/2". Price quotes available on other preprints. Single sheet preprints need to be 50# paper or heavier. Multiple page inserts must be printed on a minimum of 30# newsprint. Space brokerage will result in additional fees, and the *Longview News-Journal* and *The Marshall News Messenger* must see any pieces containing brokered space prior to price quote and insertion. Wraps and other non-standard configurations are subject to additional charges.