

# 2009



## ADVERTISING RATES COLUMBUS MSA\*

### STANDARD ADVERTISING RATES

#### QUANTITY PER DELIVERY

#### STANDARD RATES PER 1,000 FSIs

	City Routes	Rural Routes
5,000 +	\$63.00/M	\$71.85/M
12,000 +	\$58.45/M	\$71.30/M
40,000 +	\$58.35/M	\$71.10/M
100,000 +	\$58.15/M	\$70.95/M
180,000 +	\$57.70/M	\$70.45/M
250,000 +	\$55.20/M	\$69.60/M
350,000 +	\$53.90/M	\$67.40/M
450,000 +	\$53.45/M	\$67.25/M
550,000 +	\$52.40/M	\$66.90/M

Call for quote on quantities less than 5000.

#### TARGET MARKET SELECTION RATES

(In Addition To FSI Delivery Rate)

Geography	FREE
Demographics (each)	+\$3.50/M
Consumer Spending (each)	+\$3.50/M
Database Modeling (each)	+\$4.50/M
Homes Only (each)	+\$4.50/M
Apartments Only (each)	+\$4.50/M

#### TERMS AND CONDITIONS

1. **Credit.** All advertising must be prepaid unless credit is established in advance. All prepayments sales require full payment for each advertisement prior to reservation deadline. Printing prepayment is required prior to printing deadline. Credit application requires 7-10 business days for approval. Terms for payment are net 30 days. Late fees of 1.5 percent per month apply to delinquent accounts and will be assessed beginning on the 31st day, and each subsequent month thereafter.

2. **Order Deadline.** Orders for preprinted material must be received no later than Mondays at 5:00P.M., 6 days prior to Sunday delivery. Orders received after this deadline are subject to "rush" charges of \$5/M.

3. **Receiving Hours.** Standard receiving hours at all warehouse locations for On Target Marketing are 8:00am through 4:30pm Monday through Wednesday. Receiving on other days must be scheduled in advance.

4. **Receiving Deadline.** Material must be delivered to On Target Marketing local warehouse no later than 4:30pm on the Wednesday preceding delivery to the market place. Material

#### OTHER RATES (SEE NOTES)

Non-Profit Organizations	\$45/M
Special Delivery Day	\$155/M
Samples/3-D items	Per Quote
2nd FSI On Same Date	\$36/M
FSI In Separate Bag 1000+	\$55/M
250,000+	\$46/M

#### ADDITIONS (SEE NOTES)

Extra Weight	\$17/M/X-ounce
Extra Pages	\$0.95/M/X-page
Folding	\$5.95/M
Cross-Tie	\$5.95/M
Insert Into a Publication	\$6.00/M

#### FREQUENCY DISCOUNTS (NOTE 4)

(Only Available With Signed Agreement)

4 - 12 times	\$2/M
13 - 24 times	\$3/M
25 - 49 times	\$5/M
50 or more	\$7/M

received after this deadline is subject to "rush" charges of \$5/M. Material must be received before Thursday at 3pm for upcoming Sunday delivery.

5. **Editorial Products.** On Target Marketing and Dispatch Consumer Services reserve the right to not deliver any material containing content which, in the opinion of On Target Marketing management, is not in the best interest of the company or its advertisers.

6. **Storage.** Advertising material stored in TheBAG warehouse for more than 5 days will be assessed a "warehousing fee" of \$0.10/M per day, unless prior arrangements have been made in writing.

7. **Fuel Surcharge.** The volatile price of oil effects the cost of delivery services provided by On Target Marketing, its independent drivers and carriers. Increased fuel costs will be passed through to advertisers, when warranted, through fuel surcharges which advertisers agree to pay. On Target Marketing will make best efforts to notify advertisers in advance of fuel surcharges taking effect.

### NOTES

1. **Standard Material.** Rates apply for delivery of Standard Material in TheBAG. Standard Material includes free standing inserts (FSIs) as described below:

- tabloid size newsprint products up to and including 16 pages
- broadsheet size newsprint products up to and including 8 pages
- fliers measuring up to 8.5 inches by 11 inches maximum, or 3.67 inches by 17 inches maximum (stretch flier).
- other flat FSI material weighting 3 ounces or less and measuring 10 inches by 11 inches or less.

2. **Standard Delivery Window.** The normal span of time each week during which independent contractors deliver TheBAG beginning Saturday evening through Sunday noon.

3. **Non-Profit Organizations.** Rate applies only for not-for-profit organizations recognized by the IRS as 501(c)(3). Rate is not eligible for any other discounts.

4. **Frequency Discounts.** Frequency discounts must be contracted in writing in advance of delivery or do not apply. In cases where contracted frequency minimums are not fulfilled for any reason by the advertiser before the contract expires, advertiser will pay open rates for delivery services already provided, and yet to be provided, under the contract.

5. **Additional Weight Charges.** For FSIs weighing more than 3.1 ounces, an additional charge of \$17.00 per thousand FSIs for each additional ounce applies, billed in tenths (0.1) of one ounce.

6. **Additional Page Charges.** For newsprint products that exceed the Standard Material page limits, an additional charge of \$0.95 per extra tabloid page per thousand FSIs applies. This rate is adjusted for page sizes larger than tabloids.

7. **Material Cross-Tie and Folding.** All FSIs must be uniformly cross-tied (tied in two opposing directions) in uniform quantities, preferably 300s, 200s or 100s. Single ties, single straps or single bands are not acceptable. Tabloid products must be folded once (1/2 fold). Full size broadsheet products must be folded twice (1/4 folded). The finished size of all flat material scheduled for delivery must be 10 inches by 11 inches, or less. Failure to meet these cross-tie and folding requirements will result in the additional charges.

8. **2nd FSI on the Same Date.** Advertisers who deliver more than one FSI on the same date to the same delivery area can earn this discounted rate for the second and additional FSIs. Frequency and other discounts do not apply.

9. **FSI in a Separate Clear Bag.** Advertisers can contract for FSI delivery in a clear plastic bag during the standard delivery window. Rate is in addition to the FSI delivery rate.

10. **Special Delivery Day.** Only available outside of midweek delivery zones. Rate includes cost of delivery and includes a standard clear plastic delivery bag. Firm receiving deadlines will be established for each project. Additional charges will apply for early receiving.

11. **Samples/3-D Items.** Any item that fits in the bag can be delivered, including product samples and dimensional or promotional items. Prices are quoted by project. Maximum approximate size is 30 cubic inches, or 8 ounces. Firm receiving deadlines will be established for each sample project, and additional changes will apply for early receiving.

12. **Target Market Selection Rates.** Rates apply in addition to FSI delivery rate for targeted selections made. Claritas data is used for demographic, consumer spending and lifestyle targeting. Homes refer to single family residences. Apartments refer to condos, mobile homes and apartments.

Columbus: 7801 N. Central Drive • Lewis Center, OH 43035

Sales: 740-548-2100 • Toll Free: 800-837-4342

Hebron: 1120 O'Neill Drive • Hebron, OH 43025

Sales: 740-928-0459 • Toll Free: 800-589-2172