

# General

ALL RATES ARE GROSS

2012



Your success is our business.

## BLACK AND WHITE RATES

General open rate. All rates are gross.

|                | Daily      | Sat., Sun./<br>Holidays* |
|----------------|------------|--------------------------|
| Per inch ..... | \$110..... | \$124.....               |

## Dollar Volume Agreements

| Dollars per year | Daily cost per inch | Saturday cost per inch | Sun/Hol. cost per inch |
|------------------|---------------------|------------------------|------------------------|
| \$5,000 .....    | \$107.00 .....      | \$113.08 .....         | \$118.42 .....         |
| \$15,000 .....   | 105.10 .....        | 111.40 .....           | 116.55 .....           |
| \$25,000 .....   | 102.80 .....        | 109.10 .....           | 114.35 .....           |
| \$50,000 .....   | 97.52 .....         | 102.90 .....           | 107.68 .....           |
| \$85,000 .....   | 93.45 .....         | 99.06 .....            | 103.74 .....           |
| \$125,000 .....  | 91.98 .....         | 97.49 .....            | 102.06 .....           |
| \$170,000 .....  | 90.04 .....         | 95.05 .....            | 99.44 .....            |
| \$200,000 .....  | 87.72 .....         | 92.82 .....            | 97.02 .....            |
| \$285,000 .....  | 86.78 .....         | 91.82 .....            | 96.18 .....            |

Advertisers signing Dollar Volume Agreements contracts will be billed at applicable contract rate and re-billed at the higher rate if contract is not fulfilled. Discounts are available only with contracts signed in advance; otherwise, lineage will be billed at the open rate. The signed contract must be received within 30 days from date of the first insertion. All advertisements will be billed to the nearest 1/2" depth. Advertisers may only receive an earned rate up to two contract levels greater than signed commitment if/when they spend the greater dollar amount.

\*Holiday rates will be charged on the following dates:

|                        |           |                   |
|------------------------|-----------|-------------------|
| New Year's Day         | Sunday    | January 1, 2012   |
| Presidents' Day        | Monday    | February 20, 2012 |
| Memorial Day           | Monday    | May 28, 2012      |
| Independence Day       | Wednesday | July 4, 2012      |
| Labor Day              | Monday    | September 3, 2012 |
| Thanksgiving Day       | Thursday  | November 22, 2012 |
| Day after Thanksgiving | Friday    | November 23, 2012 |
| Christmas Day          | Tuesday   | December 25, 2012 |

## FREQUENCY DISCOUNTS

|                    |    |          |          |          |          |
|--------------------|----|----------|----------|----------|----------|
| Consecutive inches |    |          |          |          |          |
| per week           | 6  | 12 of 13 | 24 of 26 | 36 of 39 | 48 of 52 |
| 10 .....           | 7% | 8%       | 10%      | 11%      | 12%      |
| 20 .....           | 9  | 11       | 13       | 15       | 16       |
| 30 .....           | 10 | 12       | 14       | 16       | 20       |

Discount in addition to contract discount; lineage applies to bulk contract.

| Non-profit organization rate | Daily         | Sunday        |
|------------------------------|---------------|---------------|
| Per inch .....               | \$75.45 ..... | \$83.60 ..... |

## COLOR RATES

Web Offset press. Black plus 1 or full color available daily and Sunday.

Use regular rate plus the following charges:

| Mon.-Thur.                | Mon.-Thur.                                 | Fri., Sat., Sun.<br>Holiday | Fri., Sat., Sun.<br>Holiday       |
|---------------------------|--|-----------------------------|-----------------------------------|
| Black plus 1 color \$1030 | Black plus 3 color or full process \$1,380 | Black plus 1 color \$1,100  | Black plus 3 full process \$1,575 |

## TOTAL, MARKET COVERAGE

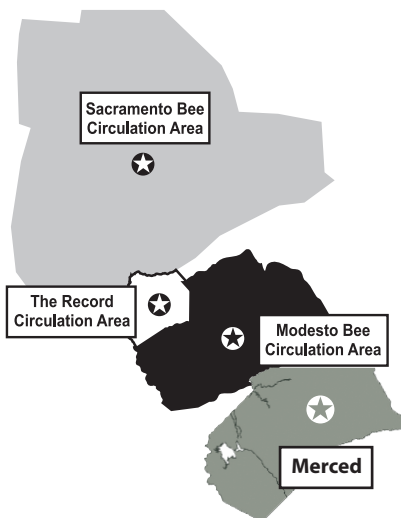
Reach non-subscriber households in the core Modesto market with direct mailed MVP.

### MVP (mailed)

Distribution..... 138,000 on Wednesday  
 ROP rate .....\$32.50 per column inch gross

### Pick up ROP Modesto Bee ad into MVP for 25% off:

Gross .....\$24.38



## BUYING THE DMA

In the Sacramento/Modesto/Stockton DMA, households in the Modesto Bee's six-county circulation area are not reached by The Sacramento Bee nor The Stockton Record.

### Make Modesto your #2 buy in the DMA.

Don't miss reaching more than 200,000 readers in the Central Valley.

Add The Merced Sun-Star for only \$20 per column inch gross and reach 20,000 additional homes.

Your success is our business.

**The Modesto Bee**

modbee.com

1325 H Street, Modesto CA, 95354

General Advertising (209) 578-2065 Research (209) 578-2155

Classified Advertising (209) 521-7777 www.modbee.com/service

Rate card No. 136 • Rates effective January 1, 2012