

General

ALL RATES ARE GROSS

2012



Your success is our business.

CONTACT US

Mailing Address P.O. Box 3928
 Modesto, CA 95352
 Street Address 1325 H Street
 Modesto, CA 95354
 Modesto Bee Online www.modbee.com
 Electronic Ad Delivery http://xnet.modbee.com

PERSONNEL

Publisher Eric Johnston (209) 578-2090
 Senior Vice President of Advertising Tim Ritchey (209) 578-2040
 National Account Manager Cathy Tuxson (209) 578-2065
 National Fax (209) 578-2099
 Market Research (209) 578-2155

DEALER LIST CO-OP

	Daily	Sat/Sun
Non-commissionable.....	\$53.48	\$61.90
Commissionable	\$62.92	\$72.82

DEALER LIST TIE-IN

Advertisers listed in dealer list may schedule tie in ads at 50% discount off dealer list rate. Ads must be run within six (6) days of original schedule.

BROKERS RATE • FOOD & BEVERAGE • PHARMACEUTICALS

1/4-page minimum

	Daily	Sunday
Non-commissionable.....	\$51.94	\$61.18
Commissionable	\$61.11	\$69.48

CO-OP COLOR RATES (gross)

Choose from a full selection of process colors.

	Black+ 1 color	Black+ 3 colors
Bee (full run)	\$750	\$950
MVP.....	450	700
TV Week	325	625

All discounts apply to color rates.

SAME WEEK/SAME DAY DISCOUNTS:

2-time run.....	20% discount off 2nd day's ad
3-time run.....	20% discount off 2nd and 3rd day's ad
4-time run.....	30% discount off 2nd - 4th day's ads
5-time run.....	30% discount off 2nd - 5th day's ad
6-time run.....	40% discount off 2nd - 6th day's ad
7-time run.....	50% discount off 2nd - 7th day's ad

TRANSITORY

	Gross	Net
Daily/Sunday	\$29.41	\$25.00

TRAVEL/HOTEL

	Gross	Net
Daily/Sunday	29.41	25.00

SPECIAL MODULAR TRAVEL RATES

Full Page.....	\$2,253
Half Page.....	\$1,530
1/4 Page.....	\$765

Includes color, subject to availability.

Pick up modular ads into Friday Scene at same rates.

HEALTH/DIRECT RESPONSE/EDUCATION :

	Gross	Net
Daily.....	\$68.50	\$58.23
Sat/Sun/Hol	\$78.50	\$66.73

ENTERTAINMENT/THEATERS/CONCERTS

	Gross	Net
Daily.....	\$64.62	\$54.93
Sat/Sun/Hol	\$68.50	\$58.22

POLICIES – ALL CLASSIFICATIONS

Co-op advertising rates are applicable to multi-dealer advertisements provided they are paid for in part from the retailer's accrued co-op funds from a manufacturer or distributor (wholesaler). Co-op advertising rates do not apply to any advertising classified as general, retail or classified rate by The Modesto Bee.

The publisher reserves the right to reject any advertising.

The publisher reserves the right upon 30 days prior written notice to advertiser to change the rates listed. Advertiser reserves the right to accept such changes of rate or, in the event of a rate increase, to cancel an affected contract without penalty, provided written notice of cancellation is delivered to the publisher within the 30-day notice period. Continuance of advertising after the new rates go into effect shall be deemed acceptance of the new rates under all other terms of the contract.

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The Modesto Bee
 modbee.com

1325 H Street, Modesto CA, 95354
 General Advertising (209) 578-2065 Research (209) 578-2273
 Classified Advertising (209) 521-7777 www.modbee.com/service
 Rate card No. 136 • Rates effective January 1, 2012