

Classified

2013



Your success is our business.

OTHER RATES AND SERVICES

Special Section and Association Rates

The Modesto Bee publishes many award-winning special feature sections. Your account manager has a schedule for you.

Daily per line\$4.23
Saturday and Sunday per line.....\$4.67

Blind Box Response Service

Pickup or mail service.....\$50

BONUS CIRCULATION DISTRIBUTION OPTIONS

WEDNESDAY Find-N-Save

Delivered to non-subscribing households on Wednesdays.

Private Party rate per line\$2.50
Out-of-area rate per line\$2.66
Recruitment (local) rate per line\$2.99
Recruitment (out-of-area) rate per line\$3.22
Recruitment (commissionable) rate per line\$3.53
Display rates minimum 42 lines..... \$2.26 line

Wed. Find-N-Save Color Rates/per edition

	1 color	Full process
105" or more	\$325	\$425
104" or less	\$275	\$375

HOME & BUSINESS SERVICES

The Modesto Bee's Home and Business Services directory publishes everyday in the Classified Section.

	Daily		450 Line Contract*	
	Rate	Sat/Sun Rate	Daily Rate	Sat/Sun Rate
2 LINES				
1-3 days.....	\$4.95	\$5.45	\$3.71	\$4.08
4-7 days.....	\$4.13	\$4.54	\$3.10	\$3.40
8-12 days	\$3.10	\$3.40	\$2.32	\$2.55
13-25 days	\$2.59	\$2.84	\$1.94	\$2.13
26-29 days	\$2.25	\$2.47	\$1.69	\$1.85
30 days.....	\$1.91	\$2.10	\$1.43	\$1.58
3+ LINES				
1-3 days.....	\$4.12	\$4.54	\$3.09	\$3.40
4-7 days.....	\$3.44	\$3.78	\$2.58	\$2.83
8-12 days	\$2.59	\$2.84	\$1.94	\$2.13
13-25 days	\$2.16	\$2.37	\$1.62	\$1.77
26-29 days	\$1.87	\$2.06	\$1.40	\$1.55
30 days.....	\$1.59	\$1.75	\$1.19	\$1.31

*450 line contract rate is the only contract rate level offered

SERVICES

Photography

Professional photo services are available at a charge of \$95 per hour, with a minimum per photo charge of \$50. Call (209) 578-2285 for more information.

Graphic Design/Special Projects

The Modesto Bee also offers a graphic design service for clients in need of collateral materials such as brochures, letterhead and related corporate design requirements. Copywriting and high-impact ad campaign development services also are available. Charges are \$95 per hour. Call (209) 578-2285 for more information.

Electronic Ad Delivery

Copies of ads sent electronically – \$30

Graphic Logo

First setup at no charge
 Additional logos or changes to existing logos – \$40

Tearsheets – \$1 each, if mailed.

Now available electronically via our website: www.modbee.com/beesheets. Contact your account manager for more information.

Market Research

The Modesto Bee will provide complete demographics and readership statistics for our circulation area. Just give our Marketing department a call at (209) 578-2155.

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The Modesto Bee

modbee.com

1325 H Street, Modesto CA, 95354

Retail Advertising (209) 578-2122

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

Rate card No. 137 • Rates effective January 1, 2013