

Daily Preprints

FULL RUN PREPRINTED INSERTS

Rates apply to BOTH Centre Daily Times Monday through Saturday preprinted inserts and TMC.

Full-run quantities are 27,500 Monday through Thursday, 29,000 Friday and Saturday and 37,000 Sunday (except during PSU football season; Sept. 2, 2006-Nov. 19, 2006, when full-run distribution is 39,000). TMC quantity: 21,000 inserts required for full-run TMC distribution.

Preprints may be zoned in geographic areas. Minimum zoned quantity requirement is 5,000 pieces.

Sunday/holiday rates will be charged for Labor Day, Monday, September 4, 2006, Thanksgiving Day, Thursday, November 23, 2006, Christmas Day, Monday, December 25, 2005, New Year's Day, Monday, January 1, 2007, Memorial Day, Monday, May 28, 2007, Independence Day, Wednesday, July 4, 2007 due to additional home delivered distribution.

MONDAY-SATURDAY FULL RUN

	OPEN 1-11	12-23	24-34	35-51	52-74	75-94	95+
INSERT SIZE	ANNUAL INSERTS	ANNUAL INSERTS	ANNUAL INSERTS	ANNUAL INSERTS	ANNUAL INSERTS	ANNUAL INSERTS	ANNUAL INSERTS
Single Sheet	53.88	51.43	50.00	45.29	43.43	41.64	39.25
4 tab/2 full	60.03	57.77	56.99	47.73	45.82	44.03	41.64
6 tab/3full	68.03	65.77	65.05	54.30	52.27	50.48	48.09
8 tab/4 full	77.17	74.54	73.95	61.64	59.32	57.53	55.14
12 tab/6 full	84.28	81.71	79.14	66.84	64.33	62.54	60.15
16 tab/8 full	89.47	86.84	84.87	69.41	66.84	65.05	62.66
20 tab/10 full	91.32	88.15	86.84	70.07	67.50	65.71	63.32
24 tab/12 full	93.95	89.47	88.76	71.38	68.75	66.96	64.57
28 tab/14 full	96.52	92.04	90.73	72.63	70.01	68.21	65.83
32 tab/16 full	97.83	93.23	92.04	73.95	71.26	69.47	67.08
36 tab/18 full	100.40	95.92	94.49	74.54	71.86	70.07	67.80
40 tab/20 full	102.91	98.49	96.52	75.85	73.11	71.32	68.93
44 tab/22 full	106.85	104.28	102.97	77.17	74.36	72.57	70.18
48 tab/24 full	109.42	107.51	106.85	78.43	75.62	73.83	71.44
52 tab/26 full	110.73	108.88	108.16	79.74	76.87	75.08	72.69
56 tab/28 full	112.04	110.13	109.42	80.93	78.07	76.28	73.89

ADDITIONAL CHARGES FOR PART RUN INSERTIONS:

Daily: 15,001-23,500 Subject to a 15% premium
 5,000-15,000 Subject to a 20% premium

Sunday 20,001-30,000 Subject to a 15% premium
 5,000-20,000 Subject to a 20% premium

Inserts should be banded, loaded on skids in turns of 300, and delivered to the Centre Daily Times, 3400 East College Avenue, State College, PA 16801, not more than 3 weeks and not less than 1 week in advance of insertion date. Delivery hours: Monday - Friday 6:30 a.m. - 2:30 p.m.

Reservation deadline is 7 calendar days prior to publication. Contracts are required to qualify for 12 or more preprinted inserts per year rates. Prices for other sizes available on request. A late fee of 9% will be charged on all inserts scheduled after deadline.

Please see separate preprint specification sheet for more information.