

RETAIL PREPRINT RATES AND SPECIFICATIONS

Frequency contracts are available for more than 14 inserts annually

RATES

Insert Size <u>Tab or Flexi</u>	Cost per <u>Thousand</u>	Insert Size <u>Tab or Flexi</u>	Cost per <u>Thousand</u>
Single Sheet	\$41	38 to 48 tab pages	\$72
4 tab pages	46	50 to 60 tab pages	77
6 to 10 tab pages	51	62 to 72 tab pages	82
12 to 16 tab pages	56	74 to 84 tab pages	87
18 to 24 tab pages	62	86 to 96 tab pages	92
26 to 36 tab pages	67	96 plus pages—Call for rates	

SPECIFICATIONS:

- Preprints do not qualify for monthly ROP or other discounts.
- Frequency contracts are available for more than 14 annual preprint frequency.
- Maximum total tabloid page size 12 inches x 11 inches. Larger size pages are considered standard size pages for rate determination and must be quarter folded to at least 12 inches x 11 inches before delivery to The Free Lance—Star.
- Reservation Deadline: 15 days in advance of publication.
- Delivery deadline to guarantee insertion date is ten days prior to scheduled insertion.
- Add 2% to quantity for spoilage.

Daily (Tuesday through Saturday) Preprint Specifications:

- Less than full distribution preprints accepted Tuesday through Saturday.
- Add \$6 per thousand for orders less than 35,000 pieces.
- 5,000 daily minimum quantity; 10,000 Saturday minimum quantity.

Sunday Preprint Specifications:

- Orders totaling less than 52,000 accepted.
- No zoning available on Sunday inserts
- Full distribution price applies to orders totaling less than 52,000 pieces.

Total Household Coverage:

Mail distribution to non-subscriber households in Stafford, Spotsylvania and Fredericksburg available on a weekly basis. Contact your sales representative for details.



Audit Bureau
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FORMAT, TERMS and CONDITIONS

6—11.6-pica columns 21¹/₂" deep. Full page is 129 column inches.

WEEKender, Town & County and TV STAR magazines.

5—11.6 pica columns 11" deep. Full tabloid page is 55"

CANCELLATION—Advertisements may be cancelled up until 12 noon 2 working days prior to publication. An ad ordered but not yet published is subject to a cancellation charge of \$50.

DATED ADVERTISING MATERIALS—The Free Lance—Star is not responsible for material older than 60 days.

DEADLINES—Normal production schedules require advertising copy to be submitted by noon, three days before publication. Additional time will be needed for advance proofs, color or multiple pages.

DEPTH OF ADS—Standard sized ads measuring over 19 inches deep will be charged full column. Tabloid ads over 8 inches deep charged at full 11-inch depth.

ERRORS—In the event of an error in an advertisement, The Free Lance—Star will be liable for the first incorrect insertion only to the extent of (1) furnishing to the advertiser a letter stating the correct price or description, and (2) republishing in the next available issue a correction in a space not to exceed that in which the error occurred.

ACCEPTANCE—Publication constitutes final acceptance of advertising submitted to The Free Lance—Star. The newspaper reserves the right to discontinue publication of any advertisement at any time, for any reason.

Proof—Free electronic delivery, \$15 per month by courier

Tearsheet—Free electronic delivery, 1 tearsheet with bill. Additional tearsheets service (mail or delivery) \$15 per month