

TOOELE TRANSCRIPT BULLETIN

ROP ADVERTISING RATES

January 1, 2018

Local Open Rate

\$7.00 NET per column inch

National Rate **\$8.24**
15% Commissionable for Agencies

Contract rates available

Monthly earned rate, display schedule

(Rates are net, Inches must be earned in a 30 day period. These rates do not apply to barter agreements)

50 column inches	per col. inch	\$6.75
100 column inches	per col. inch	\$6.50
200 column inches	per col. inch	\$6.25
300 column inches	per col. inch	\$6.00
400 column inches	per col. inch	\$5.75
500 column inches	per col. inch	\$5.50
1000 column inches	per col. inch	\$5.25

Web Ads on www.tooeletranscript.com: Reach another 50,000 visitors per month. Run same ad as the newspaper.

1/8 page & Smaller (16-0 inches): \$10 per week

1/4 page & Smaller (33-17 inches): \$18 per week

Advertisement must run in newspaper as size indicated during the same week in order to qualify for these prices.

Circulation

The Tooele Transcript Bulletin is delivered every Tuesday and Thursday evening by independent paper carriers and second class mail. Total paid circulation (publisher's sworn statement) is 7,090 homes. We reach over 36% of Tooele City and 38% of Tooele County with a readership of over 25,000 people. Regular subscription rates are \$40.00 per year for carrier service. Online subscriptions are also available for free to current newspaper subscribers. For non-subscribers, the cost of an online subscription is \$40 per year. Go to www.tooeletranscript.com.

Color

\$60 per color for any size ad. All color charges are in addition to space rates. 4-color @ \$240

Inserts

Preprinted inserts must be half folded and measure no more than 12 x 11. Deadline for delivery to the Transcript Bulletin is 2 days before publication.

See Preprint Rate Sheet for rates.

Maximum distribution is 19,012 copies (Including TMC). Minimum distribution is 2,000. Distribution costs are in addition to printing costs. All inserts are done mechanically in our plant prior to carriers receiving each issue.

Special Services

- Professional layout is provided FREE of charge (at a reasonable amount) for all Run-Of-Paper (ROP) ads ordered to be published in the newspaper.
- Layout for anything other than ROP ads will be charged. This includes inserts, fliers and ads for publications other than the Transcript Bulletin.
- 4-color (process color) for ROP ads or inserts is available to any advertiser.
- An extensive collection of professional clip art is available at no charge for ROP ads.
- Proofs shown on request within deadline.

Advertising Deadlines

Copy and all reproduction material must be in the Transcript Bulletin office by the day and time shown below:

Ads to appear:	Accepted Until:
Tuesday	Friday, 5:00 p.m.
Thursday	Tuesday, 5:00 p.m.
"EXTRA"	Friday, 5:00 p.m.

Double trucks, tabloid sections, ads with color and multiple page ads requiring layout must be turned in earlier. Notices of earlier deadlines because of holidays or other extenuating circumstances will appear prominently in timely issues of the newspaper.

Policy

- The Transcript Bulletin attempts to accept only reliable advertisements but will not be responsible to the public for advertisements, nor are the views expressed in them necessarily those of the Transcript Bulletin.
- Advertising rates are subject to change at any given time.
- Payment is required in advance until credit has been established. Accounts are invoiced each week. Statements will be sent at the end of each month. Payments will show on statements only. Accounts are due and payable within 30 days following billing. Interest on unpaid balances will be charged at the rate of 1.5% per month (18% per year) effective 30 days after billing.
- Political ads must be paid in advance except when placed by recognized agencies.
- Alcoholic beverage and tobacco advertising is not accepted.
- Canceled advertisements will be charged \$1.50 per column inch for layout costs.

Tooele Valley EXTRA (TMC)

The Tooele Valley EXTRA is delivered to all of the non-subscribers in Tooele Valley by the US Post Office. Combined with the Transcript Bulletin, it accounts for 98% coverage of Tooele Valley or 19,012 homes. Delivered every Tuesday.

Open pickup rate net (per col. inch).....	\$2.75
(Pick-up from the Tooele Transcript-Bulletin)	
Regular open rate net (per col. inch).....	\$7.00

Advertising Regulations

- ROP advertisements will be positioned at publisher's option. Position requests will be given every consideration but none are guaranteed, sold or implied.
- We reserve the right to insert above and below any copy the words "paid advertisement."
- We reserve the right to revise or reject, without notice, any ad, at any time, for any reason.
- All political advocacy advertising must state the name(s) of the person(s) responsible for publication.
- If we are at fault, we will reprint the ad or portion of the ad in which an error occurs that materially affects the ad's value. We are not liable for non-insertion of any advertisement beyond the prepaid amount for such ad. Nor are we responsible for any mistake past the first insertion. It is the advertiser's responsibility to inform us of an error in the first publication. We are not liable for lost sales that resulted from a mistake or missed insertion.
- Advertiser's assign to the Transcript Bulletin title, right and copyright interests to all layouts which represent the creative effort of the Transcript Bulletin in illustration, labor, composition or material and may not authorize any reproduction of such advertising without the consent of the Transcript Bulletin.

Mechanical

Conforms to SAU format. Printed offset. Standard Broad sheet page is 6 columns (72 picas) by 21½ inches (129 col. inch). Column width is a standard 11 picas 2 points with a 1 pica gutter between columns. 58 North Main, P.O. Box 390, Tooele, Utah 84074 (435) 882-0050, Fax (435) 882-6123, SLC (801) 355-6525

1 column.....	10 picas 2 points.....	1.694"
2 columns.....	21 picas 4 points.....	3.556"
3 columns.....	32 picas 6 points.....	5.417"
4 columns.....	43 picas 8 points.....	7.278"
5 columns.....	54 picas 10 points.....	9.139"
6 columns.....	66 picas.....	11"
Double Truck.....	138 picas.....	23"

**58 North Main Street • P.O. Box 390 • Tooele, Utah 84074
(435) 882-0050 • FAX (435) 882-6123 • SLC (801) 355-6525**

TOOELE TRANSCRIPT BULLETIN

January 1, 2017

PREPRINT RATES

Preprint Size	Open Rate	4 Times	8 Times	16 Times	32 Times	52 Times
Single Sheet	\$45.00	\$42.86	\$39.64	\$38.25	\$36.00	\$33.75
2 std./4 tab	\$50.36	\$47.84	\$45.32	\$42.32	\$40.28	\$37.77
4 std./8 tab	\$55.71	\$52.93	\$50.14	\$47.36	\$44.57	\$41.78
6 std./12 tab	\$61.07	\$58.02	\$54.96	\$51.91	\$48.86	\$45.80
8 std./16 tab	\$66.43	\$63.11	\$59.78	\$56.46	\$53.14	\$49.82
10 std./20 tab	\$71.78	\$68.19	\$64.61	\$61.02	\$57.43	\$53.84
12 std./24 tab	\$77.14	\$73.28	\$69.43	\$65.57	\$61.71	\$57.86
14 std./28 tab	\$82.50	\$78.37	\$74.25	\$70.12	\$66.00	\$61.87
16 std./32 tab	\$87.85	\$83.46	\$79.07	\$74.68	\$70.28	\$65.89
18 std./36 tab	\$93.21	\$88.55	\$83.89	\$79.23	\$74.57	\$69.91
20 std./40 tab	\$98.57	\$93.64	\$88.71	\$83.78	\$78.86	\$73.93

Prices are indicated as cost per thousand for distribution of 7,000 or more. \$75 minimum Insertion Cost for amounts below 2000.

These Rates apply to Tooele Valley Extra (TMC)

Delivery Days

Paid Circulation is delivered every **Tuesday & Thursday (Twice per week)**

TMC (Tooele Valley Extra) is delivered every **Tuesday**

Deadline

Preprints must be delivered to the Transcript Bulletin by the day shown below:

Preprints to Appear:

Tuesday

Thursday

"EXTRA"

Received by:

Previous Friday

Previous Monday

Previous Friday

Preprint Circulation

Tooele County Maximum (TMC) **19,012** (Need 1% more for spoilage)

Paid Circulation: **7,090** *Zoning by Zip Codes Available*

Mechanical & Shipping

All preprints are inserted mechanically. Preprints must not be larger than 12"X11". We can fold preprints at an additional cost. Preprints can be sent in boxes or on pallets.

Shipping Hours: Monday-Friday 9:00 AM - 5:00 PM

58 North Main Street • P.O. Box 390 • Tooele, Utah 84074
(435) 882-0050 • FAX (435) 882-6123 • SLC (801) 355-6525

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Circulation Card

August 1, 2017

Zip	City	TOOELE TRANSCRIPT BULLETIN Paid	TMC Tooele Valley Extra	Total
84074	Tooele, Erda Stansbury Park	5,534	10,091	15,625
84029	Grantsville	1,278	1,727	3,005
84022	Dugway	36	–	36
84071	Stockton	130	59	189
84080	Vernon	47	45	92
84083	Wendover	12	–	12
84069	Rush Valley	48	–	48
84034	Ibapah	5	–	5
	TOTAL	7,090	11,922	19,012

Tooele Transcript Bulletin Circulation:... **7,090**

Tooele Valley Extra Circulation:..... **11,922**

Total Coverage:..... 19,012