

PREPRINTED ADVERTISING SUPPLEMENTS



THE TOPEKA CAPITAL-JOURNAL cjonline.com

Daily

Rates are cost per thousand based on tabloid pages.

	Open	\$2500	\$3500	\$5000	\$7500	\$10,000	\$15,000	\$25,000	\$35,000	\$50,000	\$65,000	\$80,000	\$100,000	\$200,000
2	\$37.96	\$37.20	\$36.82	\$36.44	\$36.06	\$35.68	\$35.30	\$34.92	\$34.16	\$33.40	\$32.64	\$31.88	\$31.12	\$30.36
4	\$45.42	\$44.51	\$44.06	\$43.61	\$43.15	\$42.70	\$42.24	\$41.79	\$40.88	\$39.97	\$39.06	\$38.15	\$37.25	\$36.34
6	\$52.32	\$51.28	\$50.75	\$50.23	\$49.71	\$49.18	\$48.66	\$48.14	\$47.09	\$46.04	\$45.00	\$43.95	\$42.90	\$41.86
8	\$59.22	\$58.04	\$57.45	\$56.85	\$56.26	\$55.67	\$55.08	\$54.48	\$53.30	\$52.12	\$50.93	\$49.75	\$48.56	\$47.38
10	\$64.12	\$62.83	\$62.19	\$61.55	\$60.91	\$60.27	\$59.63	\$58.99	\$57.70	\$56.42	\$55.14	\$53.86	\$52.58	\$51.29
12	\$69.00	\$67.62	\$66.93	\$66.24	\$65.55	\$64.86	\$64.17	\$63.48	\$62.10	\$60.72	\$59.34	\$57.96	\$56.58	\$55.20
14	\$72.46	\$71.01	\$70.28	\$69.56	\$68.83	\$68.11	\$67.38	\$66.66	\$65.21	\$63.76	\$62.31	\$60.86	\$59.41	\$57.96
16	\$75.90	\$74.38	\$73.62	\$72.86	\$72.10	\$71.35	\$70.59	\$69.83	\$68.31	\$66.79	\$65.27	\$63.76	\$62.24	\$60.72
18	\$78.20	\$76.64	\$75.85	\$75.07	\$74.29	\$73.51	\$72.73	\$71.94	\$70.38	\$68.82	\$67.25	\$65.69	\$64.12	\$62.56
20	\$80.50	\$78.89	\$78.08	\$77.28	\$76.47	\$75.67	\$74.86	\$74.06	\$72.45	\$70.84	\$69.23	\$67.62	\$66.01	\$64.40
22	\$82.80	\$81.14	\$80.32	\$79.49	\$78.66	\$77.83	\$77.00	\$76.18	\$74.52	\$72.86	\$71.21	\$69.55	\$67.90	\$66.24
24	\$85.10	\$83.40	\$82.55	\$81.70	\$80.84	\$79.99	\$79.14	\$78.29	\$76.59	\$74.89	\$73.19	\$71.48	\$69.78	\$68.08
26	\$87.40	\$85.65	\$84.78	\$83.90	\$83.03	\$82.16	\$81.28	\$80.41	\$78.66	\$76.91	\$75.16	\$73.42	\$71.67	\$69.92
28	\$89.70	\$87.91	\$87.01	\$86.11	\$85.21	\$84.32	\$83.42	\$82.52	\$80.73	\$78.94	\$77.14	\$75.35	\$73.55	\$71.76
30	\$92.00	\$90.16	\$89.24	\$88.32	\$87.40	\$86.48	\$85.56	\$84.64	\$82.80	\$80.96	\$79.12	\$77.28	\$75.44	\$73.60
32	\$94.30	\$92.41	\$91.47	\$90.53	\$89.58	\$88.64	\$87.70	\$86.76	\$84.87	\$82.98	\$81.10	\$79.21	\$77.33	\$75.44
34	\$96.88	\$94.95	\$93.98	\$93.01	\$92.04	\$91.07	\$90.10	\$89.13	\$87.19	\$85.26	\$83.32	\$81.38	\$79.44	\$77.51
36	\$99.48	\$97.49	\$96.49	\$95.50	\$94.50	\$93.51	\$92.51	\$91.52	\$89.53	\$87.54	\$85.55	\$83.56	\$81.57	\$79.58
38	\$101.78	\$99.74	\$98.72	\$97.71	\$96.69	\$95.67	\$94.65	\$93.64	\$91.60	\$89.56	\$87.53	\$85.49	\$83.46	\$81.42
40	\$104.08	\$102.00	\$100.96	\$99.91	\$98.87	\$97.83	\$96.79	\$95.75	\$93.67	\$91.59	\$89.51	\$87.42	\$85.34	\$83.26
42	\$106.38	\$104.25	\$103.19	\$102.12	\$101.06	\$99.99	\$98.93	\$97.87	\$95.74	\$93.61	\$91.48	\$89.36	\$87.23	\$85.10
44	\$108.68	\$106.50	\$105.42	\$104.33	\$103.24	\$102.16	\$101.07	\$99.98	\$97.81	\$95.64	\$93.46	\$91.29	\$89.12	\$86.94
46	\$110.98	\$108.76	\$107.65	\$106.54	\$105.43	\$104.32	\$103.21	\$102.10	\$99.88	\$97.66	\$95.44	\$93.22	\$91.00	\$88.78
48	\$113.28	\$111.01	\$109.88	\$108.75	\$107.61	\$106.48	\$105.35	\$104.22	\$101.95	\$99.68	\$97.42	\$95.15	\$92.89	\$90.62
52	\$117.85	\$115.50	\$114.32	\$113.14	\$111.96	\$110.78	\$109.60	\$108.43	\$106.07	\$103.71	\$101.35	\$99.00	\$96.64	\$94.28
56	\$122.62	\$120.16	\$118.94	\$117.71	\$116.48	\$115.26	\$114.03	\$112.81	\$110.35	\$107.90	\$105.45	\$103.00	\$100.54	\$98.09
60	\$127.57	\$125.02	\$123.74	\$122.47	\$121.19	\$119.91	\$118.64	\$117.36	\$114.81	\$112.26	\$109.71	\$107.16	\$104.61	\$102.05
64	\$132.72	\$130.07	\$128.74	\$127.41	\$126.09	\$124.76	\$123.43	\$122.10	\$119.45	\$116.80	\$114.14	\$111.49	\$108.83	\$106.18
68	\$138.08	\$135.32	\$133.94	\$132.56	\$131.18	\$129.80	\$128.42	\$127.04	\$124.28	\$121.51	\$118.75	\$115.99	\$113.23	\$110.47
72	\$143.66	\$140.79	\$139.35	\$137.92	\$136.48	\$135.04	\$133.61	\$132.17	\$129.30	\$126.42	\$123.55	\$120.68	\$117.80	\$114.93

- Minimum Charge - \$415
- Sunday circulation will be used all major holidays. Sunday rates will apply. No Zoning on Sunday.
- Net Rates, Noncommissionable
- PRE-PRINTS: The equipment used to insert pre-prints is set to insert within a standard margin of error. Pre-prints which have been inserted within a five percent margin (i.e., + or -) will be considered to have been inserted in full. In addition, when advertisers run multiple inserts during a month, the combined total number of inserts inserted will be compared to the total number of inserts ordered to determine if ordered pre-prints have been fulfilled.
- Zoning Charge of \$3 per thousand for any quantity less than full circulation.

PREPRINTED ADVERTISING SUPPLEMENTS



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Sunday

Rates are cost per thousand based on tabloid pages.

	Open	\$2500	\$3500	\$5000	\$7500	\$10,000	\$15,000	\$25,000	\$35,000	\$50,000	\$65,000	\$80,000	\$100,000	\$200,000
2	\$40.26	\$39.45	\$39.05	\$38.65	\$38.24	\$37.84	\$37.44	\$37.04	\$36.23	\$35.42	\$34.62	\$33.81	\$33.01	\$32.20
4	\$47.72	\$46.77	\$46.29	\$45.81	\$45.34	\$44.86	\$44.38	\$43.90	\$42.95	\$42.00	\$41.04	\$40.09	\$39.13	\$38.18
6	\$54.62	\$53.53	\$52.98	\$52.44	\$51.89	\$51.34	\$50.80	\$50.25	\$49.16	\$48.07	\$46.97	\$45.88	\$44.79	\$43.70
8	\$61.52	\$60.29	\$59.68	\$59.06	\$58.45	\$57.83	\$57.22	\$56.60	\$55.37	\$54.14	\$52.91	\$51.68	\$50.45	\$49.22
10	\$68.42	\$65.09	\$64.42	\$63.76	\$63.10	\$62.43	\$61.77	\$61.10	\$59.77	\$58.45	\$57.12	\$55.79	\$54.46	\$53.13
12	\$71.30	\$69.87	\$69.16	\$68.45	\$67.73	\$67.02	\$66.31	\$65.60	\$64.17	\$62.74	\$61.32	\$59.89	\$58.47	\$57.04
14	\$74.76	\$73.26	\$72.51	\$71.77	\$71.02	\$70.27	\$69.52	\$68.77	\$67.28	\$65.78	\$64.29	\$62.79	\$61.30	\$59.80
16	\$78.20	\$76.64	\$75.85	\$75.07	\$74.29	\$73.51	\$72.73	\$71.94	\$70.38	\$68.82	\$67.25	\$65.69	\$64.12	\$62.56
18	\$80.50	\$78.89	\$78.08	\$77.28	\$76.47	\$75.67	\$74.86	\$74.06	\$72.45	\$70.84	\$69.23	\$67.62	\$66.01	\$64.40
20	\$82.80	\$81.14	\$80.32	\$79.49	\$78.66	\$77.83	\$77.00	\$76.18	\$74.52	\$72.86	\$71.21	\$69.55	\$67.90	\$66.24
22	\$85.10	\$83.40	\$82.55	\$81.70	\$80.84	\$79.99	\$79.14	\$78.29	\$76.59	\$74.89	\$73.19	\$71.48	\$69.78	\$68.08
24	\$87.40	\$85.65	\$84.78	\$83.90	\$83.03	\$82.16	\$81.28	\$80.41	\$78.66	\$76.91	\$75.16	\$73.42	\$71.67	\$69.92
26	\$89.70	\$87.91	\$87.01	\$86.11	\$85.21	\$84.32	\$83.42	\$82.52	\$80.73	\$78.94	\$77.14	\$75.35	\$73.55	\$71.76
28	\$92.00	\$90.16	\$89.24	\$88.32	\$87.40	\$86.48	\$85.56	\$84.64	\$82.80	\$80.96	\$79.12	\$77.28	\$75.44	\$73.60
30	\$94.30	\$92.41	\$91.47	\$90.53	\$89.58	\$88.64	\$87.70	\$86.76	\$84.87	\$82.98	\$81.10	\$79.21	\$77.33	\$75.44
32	\$96.60	\$94.67	\$93.70	\$92.74	\$91.77	\$90.80	\$89.84	\$88.87	\$86.94	\$85.01	\$83.08	\$81.14	\$79.21	\$77.28
34	\$99.18	\$97.20	\$96.21	\$95.22	\$94.22	\$93.23	\$92.24	\$91.25	\$89.26	\$87.28	\$85.30	\$83.31	\$81.33	\$79.35
36	\$101.78	\$99.74	\$98.72	\$97.71	\$96.69	\$95.67	\$94.65	\$93.64	\$91.60	\$89.56	\$87.53	\$85.49	\$83.46	\$81.42
38	\$104.08	\$102.00	\$100.96	\$99.91	\$98.87	\$97.83	\$96.79	\$95.75	\$93.67	\$91.59	\$89.51	\$87.42	\$85.34	\$83.26
40	\$106.38	\$104.25	\$103.19	\$102.12	\$101.06	\$99.99	\$98.93	\$97.87	\$95.74	\$93.61	\$91.48	\$89.36	\$87.23	\$85.10
42	\$108.68	\$106.50	\$105.42	\$104.33	\$103.24	\$102.16	\$101.07	\$99.98	\$97.81	\$95.64	\$93.46	\$91.29	\$89.12	\$86.94
44	\$110.98	\$108.76	\$107.65	\$106.54	\$105.43	\$104.32	\$103.21	\$102.10	\$99.88	\$97.66	\$95.44	\$93.22	\$91.00	\$88.78
46	\$113.28	\$111.01	\$109.88	\$108.75	\$107.61	\$106.48	\$105.35	\$104.22	\$101.95	\$99.68	\$97.42	\$95.15	\$92.89	\$90.62
48	\$115.58	\$113.27	\$112.11	\$110.95	\$109.80	\$108.64	\$107.49	\$106.33	\$104.02	\$101.71	\$99.40	\$97.08	\$94.77	\$92.46
52	\$120.25	\$117.84	\$116.64	\$115.44	\$114.23	\$113.03	\$111.83	\$110.63	\$108.22	\$105.82	\$103.41	\$101.01	\$98.60	\$96.20
56	\$125.10	\$122.60	\$121.35	\$120.10	\$118.85	\$117.60	\$116.35	\$115.10	\$112.59	\$110.09	\$107.59	\$105.09	\$102.59	\$100.08
60	\$130.16	\$127.56	\$126.25	\$124.95	\$123.65	\$122.35	\$121.05	\$119.75	\$117.14	\$114.54	\$111.94	\$109.33	\$106.73	\$104.13
64	\$135.42	\$132.71	\$131.35	\$130.00	\$128.65	\$127.29	\$125.94	\$124.58	\$121.88	\$119.17	\$116.46	\$113.75	\$111.04	\$108.33
68	\$140.89	\$138.07	\$136.66	\$135.25	\$133.84	\$132.43	\$131.03	\$129.62	\$126.80	\$123.98	\$121.16	\$118.35	\$115.53	\$112.71
72	\$146.58	\$143.65	\$142.18	\$140.72	\$139.25	\$137.79	\$136.32	\$134.85	\$131.92	\$128.99	\$126.06	\$123.13	\$120.20	\$117.26

- Minimum Charge - \$415
- Sunday circulation will be used all major holidays. Sunday rates will apply. No Zoning on Sunday.
- Net Rates, Noncommissionable
- PRE-PRINTS: The equipment used to insert pre-prints is set to insert within a standard margin of error. Pre-prints which have been inserted within a five percent margin (i.e., + or -) will be considered to have been inserted in full. In addition, when advertisers run multiple inserts during a month, the combined total number of inserts inserted will be compared to the total number of inserts ordered to determine if ordered pre-prints have been fulfilled.
- **Zoning Charge of \$3 per thousand for any quantity less than full circulation.**

Preprint Insert Policy – effective May 10, 2014

We appreciate your business and strive to deliver the best service possible. Free standing inserts (“FSI”) and Front-Page Sticky Note rates are not based solely on circulation or distribution. We cannot guaranty the amount of daily or Sunday newspapers sold or distributed. The following policies are applicable to the inclusion of free-standing inserts (“FSI”) and Front-Page Sticky Notes in our newspaper and related publications:

- FSIs and Front-Page Sticky Notes are billed for quantities ordered and inserted. Distribution quantities are forecasted based upon available information. Actual deliveries are subject to change due to fluctuations in subscribers and single copy sales.
 - For all insertion orders, the advertiser must indicate in the insertion order how excess inserts or shortages are to be addressed.
 - Excess
 - If no instructions are provided for excess inserts, at our discretion, we will: (i) insert the excess in adjacent zoned areas, (ii) insert the excess in other products to completely fulfill the order. Any excess after this will be destroyed.
 - Shortages
 - If no instructions are provided for shortages, we will insert what is available without regard for zoned areas covered. If instructed, we will endeavor to cover specific zones first.
- Out of Spec Inserts
 - FSIs not meeting the specifications set forth in our preprint specifications and requirements policy may pose problems for machine insertion. If accepted every attempt will be made to fulfill the order and the advertiser will be billed for ordered and inserted amount. Certain types of out of spec inserts may be accepted and hand inserted for an additional cost. Please check with your sales representative before placing the order.
- In no event shall we be liable for printing, delivery or other preprint production costs incurred by the advertiser. Further, we are not liable for any consequential damages, such as lost revenue, lost profits or similar damages.

Preprint Specifications and Requirements– effective May 10, 2014

The following guidelines are applicable to all free-standing inserts (“FSI”). In order to achieve the best insertions possible, all of these conditions must be followed.

Machine Insert Size Restrictions:

- Minimum Size: 5” minimum width – 10” minimum height
- Maximum Size: 11” maximum width – 11” maximum height

Insert Page Count:

- Recommended by manufacturer minimum 4 pages maximum 96 pages for broadsheet and minimum 8 pages and maximum 120 pages for tabloid.

Jacket Size:

- Width 11”
- Height 11”
- 2 page jacket must be on 40 lb stock
- 4 page jacket must be on 35 lb stock
- Recommended by manufacturer jacket should be no less than 4 pages and no more than 96 pages for a broadsheet and no less than 8 pages and no more than 120 pages for a tabloid

The longest/widest side of the insert should be the leading edge (the folded or bound side of the insert). This side is used to determine compliance with the maximum size restriction. FSIs not meeting these specifications cannot be accepted for machine insertion. Additional charges for distribution may apply and costs vary.

Stock Specifications:

- Minimum Thickness: for tabloid 30 lb – 45 lb single sheet
- Maximum Thickness: 96 page broadsheet – 120 page tabloid

Out of Spec Inserts:

FSIs with the following characteristics may pose problems for machine insertion. Please check with your sales representative to arrange to test these inserts for production compatibility and packaging approval before placing an insertion order.

- Non-rectangular, tri-fold, or die-cut, special shape inserts. Accordion folds cannot be accommodated.
- Inserts of inconsistent thickness (non-uniform thickness or a lump in an insert, pre-stuffed inserts).
- Inserts that stick together and do not separate consistently.
- Inserts that are glued, stapled, stitched, perforated or perfect bound.
- Inserts that contain objects (such as keys, coins, cd’s, etc.) attached to any page.
- Sachets containing scented objects, liquids or shampoos.
- Poly-bags, paper-bags or product samples.