

PREPRINTS INSERTS

Would you like to deliver your advertising message to your target audiences in the most cost-efficient manner?

Preprinted inserts in **Rio Grande Valley Newspapers** are your solution.



Full Run

BROAD SHEET	TABLOID		Open	2%*	5%*	10%*	15%*	20%*
Card Single Sheet	Card Single Sheet	Daily	\$40.00	\$39.22	\$38.05	\$36.10	\$34.15	\$32.20
		Sunday	\$41.00	\$40.20	\$39.00	\$37.00	\$35.00	\$33.00
Up to 4	Up to 8	Daily	\$47.00	\$46.08	\$44.70	\$42.40	\$40.10	\$37.80
		Sunday	\$48.00	\$47.06	\$45.65	\$43.30	\$40.95	\$38.60
Up to 6	Up to 12	Daily	\$49.00	\$48.04	\$46.60	\$44.20	\$41.80	\$39.40
		Sunday	\$50.00	\$49.02	\$47.55	\$45.10	\$42.65	\$40.20
Up to 8	Up to 16	Daily	\$51.00	\$50.00	\$48.50	\$46.00	\$43.50	\$41.00
		Sunday	\$52.00	\$50.98	\$49.45	\$46.90	\$44.35	\$41.80
Up to 10	Up to 20	Daily	\$53.00	\$51.96	\$50.40	\$47.80	\$45.20	\$42.60
		Sunday	\$54.00	\$52.94	\$51.35	\$48.70	\$46.05	\$43.40
Up to 12	Up to 24	Daily	\$55.00	\$53.92	\$52.30	\$49.60	\$46.90	\$44.20
		Sunday	\$56.00	\$54.90	\$53.25	\$50.50	\$47.75	\$45.00
Up to 14	Up to 28	Daily	\$57.00	\$55.88	\$54.20	\$51.40	\$48.60	\$45.80
		Sunday	\$58.00	\$56.86	\$55.15	\$52.30	\$49.45	\$46.60
Up to 16	Up to 32	Daily	\$61.00	\$59.80	\$58.00	\$55.00	\$52.00	\$49.00
		Sunday	\$62.00	\$60.78	\$58.95	\$55.90	\$52.85	\$49.80
Up to 18	Up to 36	Daily	\$65.00	\$63.72	\$61.80	\$58.60	\$55.40	\$52.20
		Sunday	\$66.00	\$64.70	\$62.75	\$59.50	\$56.25	\$53.00
Up to 20	Up to 40	Daily	\$69.00	\$67.64	\$65.60	\$62.20	\$58.80	\$55.40
		Sunday	\$70.00	\$68.62	\$66.55	\$63.10	\$59.65	\$56.20
Up to 22	Up to 44	Daily	\$73.00	\$71.56	\$69.40	\$65.80	\$62.20	\$58.60
		Sunday	\$74.00	\$72.54	\$70.35	\$66.70	\$63.05	\$59.40
Up to 24	Up to 48	Daily	\$77.00	\$75.48	\$73.20	\$69.40	\$65.60	\$61.80
		Sunday	\$78.00	\$76.46	\$74.15	\$70.30	\$66.45	\$62.60
Up to 26	Up to 52	Daily	\$81.00	\$79.40	\$77.00	\$73.00	\$69.00	\$65.00
		Sunday	\$82.00	\$80.38	\$77.95	\$73.90	\$69.85	\$65.80
Up to 28	Up to 56	Daily	\$85.00	\$83.32	\$80.80	\$76.60	\$72.40	\$68.20
		Sunday	\$86.00	\$84.30	\$81.75	\$77.50	\$73.25	\$69.00
Up to 30	Up to 60	Daily	\$89.00	\$87.24	\$84.60	\$80.20	\$75.80	\$71.40
		Sunday	\$90.00	\$88.22	\$85.55	\$81.10	\$76.65	\$72.20
Up to 32	Up to 64	Daily	\$93.00	\$91.16	\$88.40	\$83.80	\$79.20	\$74.60
		Sunday	\$94.00	\$92.14	\$89.35	\$84.70	\$80.05	\$75.40
Up to 34	Up to 68	Daily	\$97.00	\$95.08	\$92.20	\$87.40	\$82.60	\$77.80
		Sunday	\$98.00	\$96.06	\$93.15	\$88.30	\$83.45	\$78.60
Up to 36	Up to 72	Daily	\$101.00	\$99.00	\$96.00	\$91.00	\$86.00	\$81.00
		Sunday	\$102.00	\$99.98	\$96.95	\$91.90	\$86.85	\$81.80

*Save with an Annual Frequency Contract!

Discounts from 2% to 20% off the regular CPM rate.

Times per year	Discount off Regular CPM
12-24	2%
25-48	5%
49-72	10%
73-96	15%
97+	20%

PREPRINT GUIDELINES & INFORMATION

- Preprinted inserts are charged on a cost per thousand (CPM) basis. Factors determining the rate include quantity to be inserted, zoned or full run distribution, page count of the insert, and day of the week.
 - Full Run Insertion - Reach all of The Monitor's readers by distributing your insert to our entire distribution including Home Delivery and Single Copy papers. Distribution quantities exceeding 75% of our Full Run quantity will earn the Full Run rate.
 - Zoned surcharge of \$5 per 1,000 for less than full run.
 - Zoned Insertion - Target your market by distributing your insert to specific zones in Hidalgo County. Choose delivery to subscribers and/or single copy sales. Minimum insert distribution is 10,000. Some carrier routes cross zip code boundaries, somewhat affecting the accuracy of delivery within the zip code area; all inserts will be distributed as accurately as possible.
 - All inserts are based on tabloid size pages. All blow-ins, envelopes, samples, etc are included.
 - Insert size limitations apply. Minimum requirements for the inserting machine are 6" x 8". Any inserts that do not meet the requirements are not guaranteed for misses or doubles. The minimum standard for single sheet inserts is 60 lb. paper if this requirement is not met, we cannot guarantee misses or doubles. Envelopes, Catalogs and special designs require prior approval and are subject to a 15% premium charge.
 - Preprint reservation deadline is 2 weeks ahead of insert date. Inserts must be received at The Monitor receiving dock a minimum of 10 days prior to the insertion schedule, 14 days prior to any holiday.
 - Preprint insertions are available any day of the week.
- Sunday rates apply to the following holidays which receive Sunday circulation: New Year's Day, Memorial Day, July 4th, Labor Day, Thanksgiving and Christmas.
- Check with your sales representative for rates to design and print your insert.
 - Any damaged pallets which need to be restacked will be charged a \$50 restacking charge for each pallet. There will be a digital photo taken of the damaged pallet and it will be sent to the advertiser or agency.

The Herald
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Mid Valley town crier
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