



Front Page Notes

The fast and easy way to make your advertising front-page news

Available on The News Tribune, The Herald, and The Guardian

Make your marketing message stand out with colorful adhesive note ads on the front page of The News Tribune. Available in a variety of sizes, shapes and colors, adhesive note ads will be noticed by new and loyal customers alike.

With adhesive note advertising, you are virtually assured readership of your ad because of its front-page placement. And with adhesive note, customers can take your message with them, placing it on a desk calendar or fridge for future use or returning it to your business for special savings. They're great for coupons or announcing events and big sales!

You also can target your audience by using adhesive note advertising in the ZIP codes where your best prospects live. Select the ZIPs that make sense, and then watch your customer list grow.

Smart, savvy, and successful. News Tribune readers are the customers you want — now and again.

Effective December 29, 2008

Adhesive Note 2009 Rates

2 3/4 x 3 Circulation	1 color CPM	2 color CPM	3/4 color CPM
12,500	\$133.92	\$159.90	\$255.12
25,000	\$107.95	\$119.86	\$195.61
62,500	\$101.46	\$107.95	\$138.26
125,000	\$94.96	\$98.21	\$118.77
250,000	\$91.72	\$94.96	\$111.20
625,000	\$90.64	\$91.72	\$101.46

2 3/4 x 3 Front imprint area: 2 3/8 x 2 9/16, Back imprint area: Not Available

3 x 4 Circulation	1 color CPM	2 color CPM	3/4 color CPM
12,500	\$136.08	\$172.87	\$263.78
25,000	\$109.03	\$136.08	\$193.44
62,500	\$104.71	\$123.10	\$141.50
125,000	\$97.13	\$112.28	\$123.10
250,000	\$93.88	\$106.87	\$109.03
625,000	\$90.64	\$99.29	\$102.55

3 x 4 Front imprint area: 2 9/16 x 3 5/8, Back imprint area: 1 3/4 x 3 1/2

3 x 5 Circulation	1 color CPM	2 color CPM	3/4 color CPM
12,500	\$146.91	\$194.52	\$292.99
25,000	\$130.67	\$155.57	\$231.82
62,500	\$113.36	\$138.26	\$157.73
125,000	\$107.95	\$125.27	\$136.08
250,000	\$105.79	\$119.86	\$126.35
625,000	\$102.55	\$113.36	\$116.61

3 x 5 Front imprint area: 2 9/16 x 4 5/8, Back imprint area: 1 3/4 x 4 5/8

4 x 4 Circulation	1 color CPM	2 color CPM	3/4 color CPM
12,500	\$141.50	\$186.94	\$309.23
25,000	\$113.36	\$131.76	\$215.08
62,500	\$107.95	\$116.61	\$146.91
125,000	\$102.55	\$107.95	\$127.43
250,000	\$100.37	\$102.55	\$117.69
625,000	\$96.05	\$101.46	\$111.20

4 x 4 Front imprint area: 3 5/8 x 3 9/16, Back imprint area: 3 1/2 x 2 3/4

4 x 6 Circulation	1 color CPM	2 color CPM	3/4 color CPM
12,500	\$158.81	\$193.44	\$311.39
25,000	\$142.58	\$144.74	\$238.89
62,500	\$123.10	\$132.84	\$171.79
125,000	\$116.61	\$119.86	\$146.91
250,000	\$113.36	\$113.36	\$132.84
625,000	\$110.12	\$107.95	\$119.86

4 x 6 Front imprint area: 3 5/8 x 5 1/2, Back imprint area: 3 1/2 x 4 5/8

STANDARD PAPER COLORS

One paper color per pad and order.

- Pink
- Light Blue
- Cream
- *Yellow
- Light Gray
- Light Green
- *White
- * MailToppers™ mail available paper colors.

NEON PAPER COLORS

(Add 15% to order cost)
Black ink Recommended.

- Neon Ultra Lemon
- Neon Orange
- Neon Lime
- Ultra Spruce Green
- Neon Pink
- Neon Melon
- Ultra Grape

STANDARD INK COLORS

PMS color matching: No charge.
Metallic inks: Call for quote.

- Black
- Green (PMS 347)
- Brown (PMS 168)
- Purple (PMS 527)
- Blue (PMS 300)
- Teal (PMS 320)
- Burgundy (PMS 215)
- Red (PMS 185)

• Minimum order quantity of 12,500

• Second side set-up Add \$200.00

• Copy change Add \$200.00

• Add number of colors on both sides for the total number of colors.

• For more than 4 colors, call for quote.

• Reservations for distribution are on a first-come, first-served basis.

• No delivery on single copy sales.

• Reservation deadline 21 business days in advance.

• Camera ready art deadline 18 business days in advance.

THE NEWS TRIBUNE
[thenewstribune.com]