

# National Preprint Rate Card

**TULSA WORLD**

Publishes Daily and Sunday

## National Preprint Rate Card

Effective October 1, 2010

Advertising Office: 315 S. Boulder 74103-3423

(918) 581-8556 Fax (918) 581-8514

Business Hours: 8 a.m. to 5 p.m., Monday-Friday

Warehouse open 8 a.m. to 4 p.m., Monday-Saturday

For directions, call (918) 585-1750

## TULSA WORLD PREPRINT INSERT POLICY

Full Run, Metro Zone, Part-Run and Zoned Preprint Advertisers

1. Circulation quantities requested include a 2% allowance for spoilage. Metro Zone quantities and larger may reduce quantities by 2% if desired.
2. The Tulsa World will charge Full Run Advertisers only for those inserts that are placed in our newspaper. Gross Press Run totals will be used for billing purposes. For Metro Zone, Zipped and Zoned advertisers, the Tulsa World will distribute all useable inserts received unless otherwise directed by advertiser. As our quantities listed are advance estimates, any insert quantities remaining will be distributed to the nearest possible area.

Any order placed by advertiser constitutes an acceptance of publishers advertising policies. All contracts specifically outline publishers practices in this area.

**NATIONAL PREPRINTS** – No Tulsa area retail store’s advertising may be included in national preprints without prior approval of World Publishing Company management and appropriate charges agreed upon. Charges for retail ad space in national preprints will be computed at the retail advertisers contract rate for any ad space of two pages or less. Retail ad space over two pages will be computed and charged as a separate retail preprint as listed on the current Retail rate card.

## Deadlines

DAY	RESERVATION DEADLINE	ARRIVAL DEADLINE
Monday	Friday 4pm, 10 days prior	Tuesday 4pm, 6 days prior
Tuesday	Monday 4pm, 8 days prior	Wednesday 4pm, 6 days prior
Wednesday	Tuesday 4pm, 8 days prior	Thursday 4pm, 6 days prior
Thursday	Wednesday 4pm, 8 days prior	Friday 4pm, 6 days prior
Friday	Wednesday 4pm, 9 days prior	Saturday 4pm, 6 days prior
Sunday	Wednesday 4pm, 11 days prior	Monday 4pm, 6 days prior

## Receiving Hours

For holiday weeks, ask for advanced deadline schedule. Warehouse open Monday through Saturday, 8 am to 4 pm. Preprints that are cancelled or delivered after reservation/delivery deadlines subject to surcharge. Late delivery only with prior approval. Surcharge may be applied. Call (918) 581-7303 for approval.

**Quotes**—Preprint insertion rates quoted by phone or fax are quoted as estimates based on information received. Actual charges may vary and will be based on actual size of preprint received and inserted.

Product samples/plastic bags distribution available. Please call 918-581-8556 for information.

**SHIPPING REQUIREMENTS** – Printed material must be tie-stacked on skids not to exceed 2500 lbs. per skid in weight and 60” in height, edge-boxed, steel strapped and not to exceed 38”x48” in size. A minimum of 3 runners 15” apart. Preprints must arrive with Bill of Lading which has the following information:

- Total number of preprint order
- Number of parts per skid
- Total number of skids
- Name of advertiser
- Name of publication

Each skid must display insertion dates and quantity of skid. Each skid must have supplement displayed on 2 sides. Preprint shipments found to be dumped or otherwise damaged in transit may not be accepted and/or surcharge may be imposed. Double stacked skids will not be accepted.

Shipping Address: WORLD PUBLISHING COMPANY

Processing Warehouse  
111 West First, Tulsa, OK 74103  
(918) 585-1750

Warehouse open 8 am to 4 pm Mon. through Sat.

## PREPRINT SPECIFICATIONS

Full size preprints are 133 to 267 Sq. in.; tab size is less than 133 sq. in. Maximum folded size of an insert is 11.5x12 inches at the fold. Minimum size is 5x7 inches at the fold. Minimum thickness is .005 inches. Single sheet (2 page) preprints must be printed on 70# Offset paper, minimum. World Publishing Company cannot be responsible for shortages of preprint insertions resulting from: improperly dried ink, inconsistent cut or fold, or improper banding/skidding. If preprints are received in any of these conditions and special handling is required to accomplish insertion, a surcharge is applied. Damaged shipments may be rejected or refused at warehouse.

## PREPRINT RATES

Base Distribution Figures – Updated semi-annually. Contact World Publishing Company Ad Department for number of preprints currently required, 918-581-8556.

Full Area includes northeast Oklahoma and adjacent corner of Kansas, Missouri and Arkansas.

For Metro Zone coverage, see map on reverse side.

Zip zoning available in 53 zips Monday through Friday. Minimum 10,000 or 1 zip, whichever is greater.

Preprint quantities reflect average required quantities. Seasonal lows such as summer months require fewer inserts. During these periods, advertiser’s insert area will be expanded to ensure distribution of remaining inserts.

## In-paper Preprint Distribution Rates National Gross Cost Per Thousand (CPM)

Number of Pages

Tab	Full	Zones or Zip Codes	Daily Full or Metro Th/Fri Metro	Sunday Full or Metro Th/Fri Full
2	NA	59	50	47
4	2	62	53	50
6	NA	64	55	52
8	4	67	57	53
10	5	72	60	56
12	6	74	63	59
14	7	80	66	62
16	8	81	68	64
18	9	84	71	67
20	10	87	74	70
22	11	92	78	73
24	12	95	81	76
26	13	97	83	78
28	14	100	85	80
30	15	104	88	83
32	16	107	91	86
34	17	112	95	90
36	18	116	99	93
38	19	119	102	96
40	20	122	104	98
42	21	125	107	100
44	22	128	109	102
46	23	132	112	105
48	24	135	114	108

Call for quotes on other distribution options. Certain preprints (grocery bags, etc.) subject to special handling charge of \$1,000 net. Thanksgiving Day, Friday and Sunday after Thanksgiving incur 4% premium charge.

Call for quotes on unlisted sizes.

All rates gross (Commissionable 15%. No cash discount.)

# Zone / Zip Code Preprint Coverage

**ZIP ZONE to subscribers available Monday through Friday in the Tulsa World.**  
**Call 581-8515 for More Information.**

## ZONE QUANTITIES

Sunday Full—152,937  
Sunday Metro Zone—136,279  
Daily Full—98,330  
Daily Metro Zone—85,315  
Thurs-Fri Full—120,514  
Thurs-Fri Metro Zone—106,520

**Mon-Wed Zones—**  
Broken Arrow—10,901  
East—9,056  
Midtown—23,590  
South—18,779  
West—8,867

**Thurs - Fri Zones—**  
Broken Arrow—14,818  
East—12,043  
Midtown—27,816  
South—23,453  
West—11,246

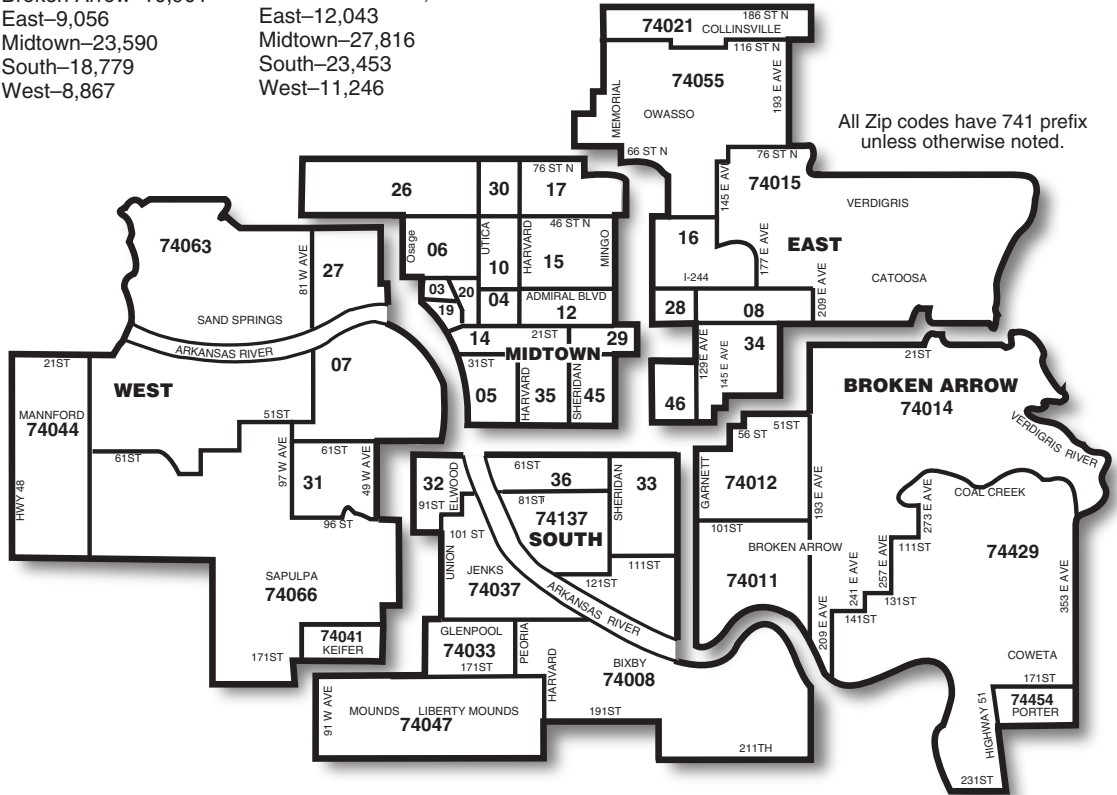
All Zip codes have 741 prefix unless otherwise noted.

## ZIP CODE QUANTITIES

Tulsa World			
ZIP	Mon-Wed	Thurs-Friday	
S 74008	1,876	2,544	
BA 74011	2,239	3,024	
BA 74012	5,126	6,916	
BA 74014	2,591	3,635	
E 74015	1,218	1,648	
E 74021	1,247	1,779	
S 74033	835	1,149	
S 74037	1,759	2,401	
W 74044	516	722	
S 74047	122	153	
E 74055	3,196	4,371	
W 74063	2,882	3,723	
W 74066	2,250	2,838	
M 74102	639	655	
M 74103	686	687	
M 74104	984	1,223	
M 74105	3,977	4,715	
M 74106	807	1,003	
W 74107	1,550	1,869	
E 74108	633	856	
M 74110	787	934	
M 74112	1,981	2,470	
M 74114	2,797	3,339	
M 74115	1,981	2,214	
E 74116	220	220	
M 74119	736	817	
M 74120	710	790	
M 74126	623	776	
W 74127	1,368	1,698	
E 74128	1,017	1,227	
M 74129	1,535	1,881	
W 74131	301	396	
S 74132	760	956	
S 74133	5,540	6,891	
E 74134	723	969	
M 74135	3,141	3,728	
S 74136	3,748	4,322	
S 74137	4,139	5,037	
M 74145	2,206	2,584	
E 74146	802	973	
BA 74429	855	1,127	
BA 74454	90	116	

### SELECT REST OF METRO ZIPS

Bartlesville 74003	774	900
Bartlesville 74006	1,579	1,765
Beggs 74421	244	342
Claremore 74017	2,169	2,736
Inola 74036	346	428
Okmulgee 74447	840	1,005
Oologah 74053	188	257
Pryor 74361	872	1,169
Skiatook 74070	843	1,085
Sperry 74073	368	510
Talala 74080	148	217



### METRO Zone Preprint Coverage

