

# Preprint Rate Card

**TULSA WORLD**

Publishes Daily and Sunday

**Preprint Rate Card - Effective October 1, 2010**

Advertising Office: 315 S. Boulder 74103-3423  
 (918) 581-8515 Fax (918) 581-8514  
 Business Hours: 8 a.m. to 5 p.m., Monday-Friday  
 Warehouse open 8 a.m. to 4:00 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.

**PREPRINT RATES\*- CPM (cost per thousand)**

Full and Metro run preprints accepted every day except Saturday at the rates indicated below. Zip zoned inserts available Monday through Friday in 53 select zip codes (see chart opposite side). Minimum 10,000 or 1 zip code whichever is greater.

For preprints larger than 48 pages, contact World Publishing Company Preprint Coordinator.

Full and Metro zone distribution preprints must be within 2% of quantities required for acceptance.

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.

Number of Pages		RATES			
Tab	Full	Zones or Zip Codes	Daily Full or Metro Th/Fri Metro	Sunday Full or Metro Th/Fri Full	
2	-	\$51.00	\$43.35	\$40.80	
4	2	\$54.00	\$45.90	\$43.20	
6	-	\$56.00	\$47.60	\$44.80	
8	4	\$58.00	\$49.30	\$46.40	
12	6	\$64.00	\$54.40	\$51.20	
16	8	\$70.00	\$59.50	\$56.00	
20	10	\$76.00	\$64.60	\$60.80	
24	12	\$82.50	\$70.13	\$66.00	
28	14	\$87.00	\$73.95	\$69.60	
32	16	\$93.00	\$79.05	\$74.40	
36	18	\$101.00	\$85.85	\$80.80	
40	20	\$106.00	\$90.10	\$84.80	
44	22	\$111.00	\$94.35	\$88.80	
48	24	\$117.00	\$99.45	\$93.60	

\* Certain preprints (grocery bags, etc.) subject to special handling charge of \$1,000. Thanksgiving Day, Friday and Sunday after Thanksgiving incur 4% premium charge.

**Preprint 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.

**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

**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 may be applied. Damaged shipments may be rejected or refused at warehouse.

**CONTRACT FREQUENCY INCENTIVES**

The following insertion discount will apply to full, Metro and zone distribution over 30,000 for preprint frequency contract holders.

6 to 11 times a year.....	2%
12 to 24 .....	3%
25 to 49 .....	4%
50 to 69 .....	5%

Converted World Preprint linage accumulates toward fulfillment of ROP-volume discount and weekly frequency contracts. Except for Frequency Discount Contracts, preprint rates are NET and not subject to agency commission or discounts. Advertiser cannot use preprint space to place advertising for any other establishment or group of establishments without expressed permission of World Publishing Company management.

**Plastic Bags**

World Publishing Company will enclose newspapers in advertiser-supplied plastic bags. Available in full, Metro and zone circulation. Contact your Tulsa World Sales Representative for more 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 4:00 pm, Mon. through Sat.

**Receiving Hours**

For holiday weeks, ask for advanced deadline schedule. Warehouse open Monday through Saturday, 8 a.m. to 4:00 p.m. 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.**

