

06-07 Preprints

Inserts



BROAD SHEET	TABLOID		Full Run						Zoned					
			Open	2%*	5%*	10%*	15%*	20%*	Open	2%*	5%*	10%*	15%*	20%*
Card Single Sheet	Card Single Sheet	Daily	\$38.00	\$37.24	\$36.10	\$34.20	\$32.30	\$30.40	\$43.00	\$42.14	\$40.85	\$38.70	\$36.55	\$34.40
		Sunday	\$39.00	\$38.22	\$37.05	\$35.10	\$33.15	\$31.20	\$44.00	\$43.12	\$41.80	\$39.60	\$37.40	\$35.20
Up to 4	Up to 8	Daily	\$45.00	\$44.10	\$42.75	\$40.50	\$38.25	\$36.00	\$50.00	\$49.00	\$47.50	\$45.00	\$42.50	\$40.00
		Sunday	\$46.00	\$45.08	\$43.70	\$41.40	\$39.10	\$36.80	\$51.00	\$49.98	\$48.45	\$45.90	\$43.35	\$40.80
Up to 6	Up to 12	Daily	\$47.00	\$46.06	\$44.65	\$42.30	\$39.95	\$37.60	\$52.00	\$50.96	\$49.40	\$46.80	\$44.20	\$41.60
		Sunday	\$48.00	\$47.04	\$45.60	\$43.20	\$40.80	\$38.40	\$53.00	\$51.94	\$50.35	\$47.70	\$45.05	\$42.40
Up to 8	Up to 16	Daily	\$49.00	\$48.02	\$46.55	\$44.10	\$41.65	\$39.20	\$54.00	\$52.92	\$51.30	\$48.60	\$45.90	\$43.20
		Sunday	\$50.00	\$49.00	\$47.50	\$45.00	\$42.50	\$40.00	\$55.00	\$53.90	\$52.25	\$49.50	\$46.75	\$44.00
Up to 10	Up to 20	Daily	\$51.00	\$49.98	\$48.45	\$45.90	\$43.35	\$40.80	\$56.00	\$54.88	\$53.20	\$50.40	\$47.60	\$44.80
		Sunday	\$52.00	\$50.96	\$49.40	\$46.80	\$44.20	\$41.60	\$57.00	\$55.86	\$54.15	\$51.30	\$48.45	\$45.60
Up to 12	Up to 24	Daily	\$53.00	\$51.94	\$50.35	\$47.70	\$45.05	\$42.40	\$58.00	\$56.84	\$55.10	\$52.20	\$49.30	\$46.40
		Sunday	\$54.00	\$52.92	\$51.30	\$48.60	\$45.90	\$43.20	\$59.00	\$57.82	\$56.05	\$53.10	\$50.15	\$47.20
Up to 14	Up to 28	Daily	\$55.00	\$53.90	\$52.25	\$49.50	\$46.75	\$44.00	\$60.00	\$58.80	\$57.00	\$54.00	\$51.00	\$48.00
		Sunday	\$56.00	\$54.88	\$53.20	\$50.40	\$47.60	\$44.80	\$61.00	\$59.78	\$57.95	\$54.90	\$51.85	\$48.80
Up to 16	Up to 32	Daily	\$59.00	\$57.82	\$56.05	\$53.10	\$50.15	\$47.20	\$64.00	\$62.72	\$60.80	\$57.60	\$54.40	\$51.20
		Sunday	\$60.00	\$58.80	\$57.00	\$54.00	\$51.00	\$48.00	\$65.00	\$63.70	\$61.75	\$58.50	\$55.25	\$52.00
Up to 18	Up to 36	Daily	\$63.00	\$61.74	\$59.85	\$56.70	\$53.55	\$50.40	\$68.00	\$66.64	\$64.60	\$61.20	\$57.80	\$54.40
		Sunday	\$64.00	\$62.72	\$60.80	\$57.60	\$54.40	\$51.20	\$69.00	\$67.62	\$65.55	\$62.10	\$58.65	\$55.20
Up to 20	Up to 40	Daily	\$67.00	\$65.66	\$63.65	\$60.30	\$56.95	\$53.60	\$72.00	\$70.56	\$68.40	\$64.80	\$61.20	\$57.60
		Sunday	\$68.00	\$66.64	\$64.60	\$61.20	\$57.80	\$54.40	\$73.00	\$71.54	\$69.35	\$65.70	\$62.05	\$58.40
Up to 22	Up to 44	Daily	\$71.00	\$69.58	\$67.45	\$63.90	\$60.35	\$56.80	\$76.00	\$74.48	\$72.20	\$68.40	\$64.60	\$60.80
		Sunday	\$72.00	\$70.56	\$68.40	\$64.80	\$61.20	\$57.60	\$77.00	\$75.46	\$73.15	\$69.30	\$65.45	\$61.60
Up to 24	Up to 48	Daily	\$75.00	\$73.50	\$71.25	\$67.50	\$63.75	\$60.00	\$80.00	\$78.40	\$76.00	\$72.00	\$68.00	\$64.00
		Sunday	\$76.00	\$74.48	\$72.20	\$68.40	\$64.60	\$60.80	\$81.00	\$79.38	\$76.95	\$72.90	\$68.85	\$64.80
Up to 26	Up to 52	Daily	\$79.00	\$77.42	\$75.05	\$71.10	\$67.15	\$63.20	\$84.00	\$82.32	\$79.80	\$75.60	\$71.40	\$67.20
		Sunday	\$80.00	\$78.40	\$76.00	\$72.00	\$68.00	\$64.00	\$85.00	\$83.30	\$80.75	\$76.50	\$72.25	\$68.00
Up to 28	Up to 56	Daily	\$83.00	\$81.34	\$78.85	\$74.70	\$70.55	\$66.40	\$88.00	\$86.24	\$83.60	\$79.20	\$74.80	\$70.40
		Sunday	\$84.00	\$82.32	\$79.80	\$75.60	\$71.40	\$67.20	\$89.00	\$87.22	\$84.55	\$80.10	\$75.65	\$71.20
Up to 30	Up to 60	Daily	\$87.00	\$85.26	\$82.65	\$78.30	\$73.95	\$69.60	\$92.00	\$90.16	\$87.40	\$82.80	\$78.20	\$73.60
		Sunday	\$88.00	\$86.24	\$83.60	\$79.20	\$74.80	\$70.40	\$93.00	\$91.14	\$88.35	\$83.70	\$79.05	\$74.40
Up to 32	Up to 64	Daily	\$91.00	\$89.18	\$86.45	\$81.90	\$77.35	\$72.80	\$96.00	\$94.08	\$91.20	\$86.40	\$81.60	\$76.80
		Sunday	\$92.00	\$90.16	\$87.40	\$82.80	\$78.20	\$73.60	\$97.00	\$95.06	\$92.15	\$87.30	\$82.45	\$77.60
Up to 34	Up to 68	Daily	\$95.00	\$93.10	\$90.25	\$85.50	\$80.75	\$76.00	\$100.00	\$98.00	\$95.00	\$90.00	\$85.00	\$80.00
		Sunday	\$96.00	\$94.08	\$91.20	\$86.40	\$81.60	\$76.80	\$101.00	\$98.98	\$95.95	\$90.90	\$85.85	\$80.80
Up to 36	Up to 72	Daily	\$99.00	\$97.02	\$94.05	\$89.10	\$84.15	\$79.20	\$104.00	\$101.92	\$98.80	\$93.60	\$88.40	\$83.20
		Sunday	\$100.00	\$98.00	\$95.00	\$90.00	\$85.00	\$80.00	\$105.00	\$102.90	\$99.75	\$94.50	\$89.25	\$84.00

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 Insertion - Target your market by distributing your insert to specific zip codes in Hidalgo County. Choose delivery to subscribers and/or single copy sales. Minimum insert distribution is 7,500. 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.
- Insert size limitations apply. 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 5 days prior to the insertion schedule.
- Preprint insertions are limited to Wednesday, Thursday, Friday and Sunday.
- 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.

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12-24	2%
25-48	5%
49-72	10%
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97+	20%

1400 E. Nolana, McAllen, Texas | 683-4147 | 683-4148 | 683-4178 | ads@themonitor.com

THE MONITOR
www.themonitor.com