

Print & Deliver Rate Card

Effective September 27, 2010

Product	# Inks per side	60# Bond	Power Colors	67# Card Stock	80# Gloss
		Open Rate/M (5,000-20,000)	60# Neon Colored Paper (5,000-20,000)	Open Rate/M (5,000-20,000)	Open Rate/M (5,000-20,000)
8-1/2" x 11"	1/0	\$77.48	\$86.84	\$89.44	\$93.60
	1/1	\$100.36	\$110.24	\$112.32	\$117.00
	2/0	\$100.36	\$110.24	\$112.32	\$117.00
	2/1	\$120.64	\$130.52	\$132.60	\$136.24
	2/2	\$130.52	\$140.40	\$142.48	\$146.64
4/0	\$150.80	N/A	N/A	\$171.08	
8-1/2" x 5-1/2"	1/0	\$55.12	\$65.00	\$67.60	\$71.76
	1/1	\$71.76	\$81.64	\$84.24	\$88.40
	2/0	\$71.76	\$81.64	\$84.24	\$88.40
	2/1	\$86.32	\$96.20	\$98.28	\$102.44
	2/2	\$93.60	\$102.96	\$105.56	\$109.72
4/0	\$107.64	\$117.52	\$119.60	\$123.76	
11" x 17"	1/0	\$115.96	\$125.32	\$128.96	\$132.08
	1/1	\$150.80	\$160.68	\$162.76	\$166.92
	2/0	\$150.80	\$160.68	\$162.76	\$166.92
	2/1	\$180.96	\$190.32	\$192.92	\$197.08
	2/2	\$196.04	\$205.40	\$208.00	\$211.64
4/0	\$226.20	N/A	N/A	\$246.48	

Discounts

Volume Discounts*	Frequency Discounts
21-30m \$1.50/m	6 times \$1.50/m
31-40m \$1.00/m	12 times \$2.50/m
41-50m \$1.50/m	26 times \$3.25/m
51-75m \$1.75/m	52 times \$3.75/m
76-125m \$2.00/m	
126-175m \$2.50/m	
176m+ \$3.00/m	

50% premium charged for order quantities less than 5m

*Volume discounts apply to total order quantity, including overruns

Color Code

Code	# Sides Printed	# of Ink Colors Per Side	
		SIDE 1	SIDE 2
1/0	1	1	0
1/1	2	1	1
2/0	1	2	0
2/1	2	2	1
2/2	2	2	2
4/0	1	4	0

Combo Buys

Combine Print and Deliver with ROP advertising for optimal frequency, reach and impact. Run your Print and Deliver ad in-paper for three consecutive weeks concurrent with the Print and Deliver insert date(s), and receive our 52-week ROP discount rate.

Ink Color Choices

Black, Reflex Blue, Brown (PMS 469), Red (PMS 185), Green (PMS 347), Magenta, Cyan, Yellow. Non-standard ink colors available at \$40.00 per color per side.

Paper Colors & Paper Stock

Standard (60# or 67# stock): White, Goldenrod, Yellow/Canary, Green, Blue, Pink, Ivory, Lilac, Gray

Power Colors (60# stock): Electric Pink, Electric Yellow, Lime Green, Blue, Red, Orange

Specialty Stock: 80# White Text/Gloss

Art

Original composition and paste-up included at no additional charge. Error corrections resulting from proof included at no additional charge. Layout and copy revisions will be charged separately. When providing logo/art, please provide Camera Ready artwork or on a ZIP Disk or 3.5" floppy disk (MAC 3.32 version Quark Express) in either EPS or TIFF formats. All fonts must be included and be Adobe fonts. Art software in Adobe Illustrator 6.0 and Photoshop 3.0 or lower.

Overruns

Customer copies receive a 20% discount from open rate.

Measurements

	Insert Size	Image Area
Full-Sheet Flyer	8.5" x 11"	8" x 10.5"
Half-Sheet Flyer Horizontal	8.5" x 5.5"	8" x 5"
Double-Sheet Folded Flyer	11" x 17"	10.5" x 16.5"
	folded to 8.5" x 11"	

Additional Features

Halftones: Add \$7.50 each

Perforations: Add \$7.00 per perf/m and \$75.00 set up

Folding: Add \$10.00/m

Deadlines

Copy deadline: 21 days prior to publication print date.

Final proof deadline: 14 days prior to publication date.

Please Note

Publisher reserves the right to insert the words "Printed and Delivered By Community Newspaper Company, (781) 433-6700" at the bottom of any Print and Deliver advertisement in 9pt font.

Corporate Office

254 Second Avenue, Needham, MA 02494
T: 781.433.6700 • F: 781.433.6977

Cape Region

923G Route 6A, Yarmouthport, MA 02675
T: 508.375.4939 • F: 508.375.4901

Metro Region

254 Second Avenue, Needham, MA 02494
T: 781.433.8200 • F: 781.433.8201

North Region

72 Cherry Hill Dr., Suite 1001, Beverly, MA 01915
T: 978.739.1300 • F: 978.739.1391

Northwest Region

150 Baker Ave Ext., Ste 201, Concord, MA 01742
T: 978.371.5200 • F: 978.371.5712

South Region

165 Enterprise Drive, Marshfield, MA 02050
T: 781.837.4500 • F: 781.837.4541

MetroWest/Route 495 Region

33 New York Avenue, Framingham, MA 01701
T: 508.626.3800 • F: 508.626.3900

159 S. Main Street, Suite B, Milford, MA 01757
T: 508.634.7536 • F: 508.634.7515