

# 2017 Subscriber Insert Program

Rates in cost per thousand (CPM). Preprinted Inserts supplied by customer.

## Full Run Rates

Daily

Tabloid Pages	OPEN	6X	13X	26X	39X	50X	70X	90X
2	\$58	\$48	\$44	\$42	\$40	\$38	\$37	\$36
4 – 6	\$60	\$56	\$52	\$50	\$46	\$42	\$40	\$38
8 – 10	\$62	\$58	\$54	\$52	\$48	\$44	\$42	\$40
12 – 14	\$64	\$60	\$56	\$54	\$50	\$46	\$44	\$42
16 – 18	\$66	\$62	\$58	\$56	\$52	\$47	\$45	\$43
20 – 22	\$69	\$65	\$61	\$59	\$55	\$48	\$46	\$44
24 – 26	\$72	\$68	\$63	\$60	\$56	\$50	\$47	\$45
28 – 30	\$74	\$70	\$65	\$61	\$57	\$52	\$48	\$46
32 – 34	\$76	\$72	\$67	\$62	\$58	\$54	\$49	\$47
36 – 38	\$79	\$75	\$69	\$63	\$59	\$55	\$51	\$48
40 – 42	\$82	\$78	\$71	\$65	\$61	\$57	\$54	\$52
44 – 46	\$85	\$81	\$73	\$67	\$63	\$59	\$56	\$54
48 – 50	\$86	\$82	\$75	\$69	\$65	\$61	\$58	\$56
52 – 54	\$90	\$86	\$79	\$73	\$69	\$65	\$62	\$60

Sundays & Holidays

Tabloid Pages	OPEN	6X	13X	26X	39X	50X	70X	90X
2	\$63.80	\$52.80	\$48.40	\$46.20	\$44.00	\$41.80	\$40.70	\$39.60
4 – 6	\$66.00	\$61.60	\$57.20	\$55.00	\$50.60	\$46.20	\$44.00	\$41.80
8 – 10	\$68.20	\$63.80	\$59.40	\$57.20	\$52.80	\$48.40	\$46.20	\$44.00
12 – 14	\$70.40	\$66.00	\$61.60	\$59.40	\$55.00	\$50.60	\$48.40	\$46.20
16 – 18	\$72.60	\$68.20	\$63.80	\$61.60	\$57.20	\$51.70	\$49.50	\$47.30
20 – 22	\$75.90	\$71.50	\$67.10	\$64.90	\$60.50	\$52.80	\$50.60	\$48.40
24 – 26	\$79.20	\$74.80	\$69.30	\$66.00	\$61.60	\$55.00	\$51.70	\$49.50
28 – 30	\$81.40	\$77.00	\$71.50	\$67.10	\$62.70	\$57.20	\$52.80	\$50.60
32 – 34	\$83.60	\$79.20	\$73.70	\$68.20	\$63.80	\$59.40	\$53.90	\$51.70
36 – 38	\$86.90	\$82.50	\$75.90	\$69.30	\$64.90	\$60.50	\$56.10	\$52.80
40 – 42	\$90.29	\$85.80	\$78.10	\$71.50	\$67.10	\$62.70	\$59.40	\$57.20
44 – 46	\$93.50	\$89.10	\$80.30	\$73.70	\$69.30	\$64.90	\$61.60	\$59.40
48 – 50	\$94.60	\$90.20	\$82.50	\$75.90	\$71.50	\$67.10	\$63.80	\$61.60
52 – 54	\$99.00	\$94.60	\$86.90	\$80.30	\$75.90	\$71.50	\$68.20	\$66.00

## Part Run Rates

Daily

Tabloid Pages	OPEN	6X	13X	26X	39X	50X	70X	90X
2	\$58	\$52	\$48	\$46	\$44	\$42	\$41	\$40
4 – 6	\$60	\$60	\$56	\$54	\$50	\$44	\$44	\$42
8 – 10	\$62	\$62	\$58	\$56	\$52	\$48	\$46	\$44
12 – 14	\$64	\$64	\$60	\$58	\$54	\$50	\$48	\$46
16 – 18	\$66	\$66	\$62	\$60	\$56	\$51	\$49	\$47
20 – 22	\$69	\$69	\$65	\$63	\$59	\$52	\$50	\$48
24 – 26	\$72	\$72	\$68	\$64	\$60	\$54	\$51	\$49
28 – 30	\$74	\$74	\$69	\$65	\$61	\$56	\$52	\$50
32 – 34	\$76	\$76	\$71	\$66	\$62	\$58	\$53	\$51
36 – 38	\$79	\$79	\$73	\$67	\$63	\$59	\$55	\$52
40 – 42	\$82	\$82	\$75	\$69	\$65	\$61	\$58	\$56
44 – 46	\$85	\$85	\$77	\$71	\$67	\$63	\$60	\$58
48 – 50	\$86	\$86	\$79	\$73	\$69	\$65	\$62	\$60
52 – 54	\$90	\$90	\$83	\$77	\$73	\$69	\$66	\$64

Sundays & Holidays

Tabloid Pages	OPEN	6X	13X	26X	39X	50X	70X	90X
2	\$63.80	\$56.80	\$52.40	\$50.20	\$48.00	\$45.80	\$44.70	\$43.60
4 – 6	\$66.00	\$65.60	\$61.20	\$59.00	\$54.60	\$50.20	\$48.00	\$45.80
8 – 10	\$68.20	\$67.60	\$63.40	\$61.20	\$56.80	\$52.40	\$50.20	\$48.00
12 – 14	\$70.40	\$70.00	\$65.60	\$63.40	\$59.00	\$54.60	\$52.40	\$50.20
16 – 18	\$72.60	\$72.20	\$67.80	\$65.60	\$61.20	\$55.70	\$53.50	\$51.30
20 – 22	\$75.90	\$75.50	\$71.10	\$68.90	\$64.50	\$56.80	\$54.60	\$52.40
24 – 26	\$79.20	\$78.80	\$73.30	\$70.00	\$65.60	\$59.00	\$55.70	\$53.50
28 – 30	\$81.40	\$81.00	\$75.50	\$71.10	\$66.70	\$61.20	\$56.80	\$54.60
32 – 34	\$83.60	\$83.20	\$77.70	\$72.20	\$67.80	\$63.40	\$57.90	\$55.70
36 – 38	\$86.90	\$86.50	\$79.90	\$73.30	\$68.90	\$64.50	\$60.10	\$56.80
40 – 42	\$90.29	\$89.80	\$82.10	\$75.50	\$71.10	\$66.70	\$63.40	\$61.20
44 – 46	\$93.50	\$93.10	\$84.30	\$77.70	\$73.30	\$68.90	\$65.60	\$63.40
48 – 50	\$94.60	\$94.20	\$86.50	\$79.90	\$75.50	\$71.10	\$67.80	\$65.60
52 – 54	\$99.00	\$98.60	\$90.90	\$84.30	\$79.90	\$75.50	\$72.20	\$70.00

For 56 tab pages or more, add \$1.00 to the 52 tab page CPM for each additional 4 pages.  
Full Run or Part Run Quantity.

Rev. 5/3/2017



HEARST media services