

2018 Front Page AdNote & 4/C Flyer Pricing

Front Page AdNote Pricing

Front Page AdNotes (“Sticky Notes”)

Maximum impact! Great results and visibility. Place an AdNote on any of our eight daily or 13 weekly newspapers. They can also be placed on GO and our TMC products.



Hearst Direct Front Page Ad Note Pricing

QUANTITY	CPM
10,000 (min.) to 24,999	\$52
25,000 to 49,000	\$47
50,000 +	\$43

Rough copy deadlines: 20 days prior to publication date.

Electronic file deadline:

Final “Print Ready” art is due to Hearst Direct (Jeanine Martin) 17 days prior to the application date.

Includes 1-4 colors. Application-only rate: \$45 per thousand.

Mechanical Specs:

- Live image area: All text needs to be at least .0625" from trim edge
- Trim size: 2.875" x 2.875"
- Bleed size: Add .0625" on all sides

Now available for GO's front page

Hearst Direct Print and Insert Pricing

Minimum Quantity is 10,000. All inserts are 4 color 2-sided. All inserts print on 70# glossy stock.

5.5" x 8.5"

CPM

Bleed will result in a slightly smaller overall size.

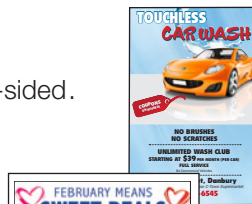
10,000 - 19,999	\$49
20,000 - 29,999	\$45
30,000 - 49,999	\$35
50,000 - 99,999	\$30
100,000 - 500,000	\$25

8.5" x 11"

CPM

Bleed will result in a slightly smaller overall size.

10,000 - 19,999	\$87
20,000 - 29,999	\$82
30,000 - 49,999	\$60
50,000 - 99,999	\$45
100,000 - 500,000	\$40



10" x 11.5"

CPM

Bleed will result in a slightly smaller overall size.

10,000 - 19,999	\$88
20,000 - 29,999	\$84
30,000 - 49,999	\$64
50,000 - 99,999	\$50
100,000 - 500,000	\$45

11" x 17" folded to 8 1/2" x 11"

CPM

Bleed will result in a slightly smaller overall size.

10,000 - 19,999	\$102
20,000 - 29,999	\$99
30,000 - 49,999	\$70
50,000 - 99,999	\$68
100,000 - 500,000	\$67

11" x 17" Special Fold

CPM

With Special Fold (tri-fold or coupon lip). Bleed will result in a slightly smaller overall size.

10,000 - 19,999	\$108
20,000 - 29,999	\$105
30,000 - 49,999	\$76
50,000 - 99,999	\$74
100,000 - 500,000	\$73

Rev. 3/9/2018