

7. RETAIL PREPRINT RATES

	Open	6x	12x	26x	39x	52x	65x	78x	104x	116x	128x	140x
Single Sheet	37.35	35.50	33.65	31.80	31.00	29.85	28.80	28.05	26.15	24.25	22.40	20.55
4 TAB	41.60	39.55	37.45	35.45	34.55	33.30	32.10	31.20	29.15	27.05	25.05	22.90
6 TAB	45.90	43.55	41.25	39.00	38.05	36.70	35.35	34.40	32.15	29.80	27.50	25.25
8-12 TAB	67.20	63.85	60.50	57.10	55.85	53.75	51.70	50.40	47.05	43.65	40.30	37.00
16-20 TAB	69.90	66.40	62.90	59.45	58.00	55.95	53.80	52.45	48.95	45.40	41.95	38.45
24-28 TAB	71.20	67.65	64.10	60.55	59.05	57.00	54.85	53.45	49.85	46.30	42.75	39.20
32-36 TAB	72.50	68.90	65.25	61.65	60.20	58.05	55.90	54.40	50.80	47.15	43.50	39.90
40-44 TAB	74.55	70.85	67.10	63.40	61.90	59.70	57.40	56.00	52.15	48.45	44.75	41.00
48-52 TAB	76.55	72.70	68.90	65.05	63.55	61.25	58.90	57.40	53.60	49.80	45.95	42.15
56-58 TAB	78.55	74.60	70.70	66.80	65.20	62.90	60.50	58.90	54.95	51.05	47.10	43.20

a. These rates are net, subject to present and future State and Federal gross receipts and Excise Taxes. No Cash discount or commission allowed.

Any size over 58 TAB contact Preprint Manager. All rates are cost per thousand quantity.

Call Preprint Manager at (505) 823-3306 for current quantities and distribution.

8. NATIONAL PREPRINT RATES

	Open	12x	26x	39x	52x	78x	104x	116x	128x
1-3 TAB	50.15	45.10	42.65	41.60	40.10	37.60	35.10	32.60	30.10
4-5 TAB	54.40	49.00	46.25	45.10	43.50	40.80	38.05	35.40	32.65
6-7 TAB	58.65	52.85	49.90	48.65	46.95	44.05	41.05	38.10	35.25
8-15 TAB	80.50	72.40	68.40	66.80	64.40	60.35	56.35	52.25	48.25
16-23 TAB	83.10	74.85	70.70	69.00	66.55	62.35	58.20	54.10	49.90
24-31 TAB	84.45	76.00	71.80	70.10	67.55	63.35	59.10	54.90	50.70
32-39 TAB	85.75	77.20	72.85	71.15	68.60	64.30	60.05	55.70	51.45
40-47 TAB	87.75	78.95	74.55	72.80	70.20	65.80	61.45	57.05	52.70
48-55 TAB	89.70	80.75	76.25	74.45	71.80	67.30	62.85	58.30	53.85
56-59 TAB	91.70	82.55	77.95	76.10	73.40	68.80	64.20	59.65	55.00
60-63 TAB	99.50	89.55	84.60	82.55	79.55	74.60	69.65	64.70	59.75
64-67 TAB	100.65	90.60	85.55	83.55	80.55	75.50	70.50	65.40	60.40

9. INTERNET ADVERTISING

Journal - abqjournal.com

Online news and advertising web sites. Banner, hot links and special sponsorships available.

Contact webads@abqpubco.com or (505) 823-3314



Albuquerque Publishing Company
 7777 Jefferson NE, Albuquerque, NM 87109
 P.O. Drawer J-T, Albuquerque, NM 87103
 Tel: **(505) 823-3300** or **1-800-641-3451**
 Fax: **(505) 823-7783**

2008/09
Preprint
Rate Card

Albuquerque
Journal

See what's in it for you.

Albuquerque Shines!

UNM Schools Ranked Among Best - *Hispanic Business, September 2007*

Albuquerque Named 25th Among America's Hottest Job Markets - *Washington Business Journal (Bizjournal), September 2007*

Albuquerque Named one of the Top 20 Midsize Cities for Doing Business - *Inc.com, April 2007*

One insertion in the Albuquerque Journal reaches:

- **44%** of families with HH income of \$75K or more
- **42%** of adults 35+

One insertion in the The Sunday Journal reaches:

- **54%** of men in Albuquerque and surrounding areas
- **51%** of women in Albuquerque and surrounding areas

Statewide Readership:

- **288,263** Daily Albuquerque Journal readers
- **403,758** Sunday Journal readers

* Scarborough Report

PREPRINT ADVERTISING RATES

Effective January 1, 2008

Albuquerque Publishing Company
Albuquerque Journal

P.O. Drawer J-T, Albuquerque, NM 87103

7777 Jefferson NE, Albuquerque, NM 87109

Tel: (505) 823-3300 or 1-800-641-3451

Fax: (505) 823-7783

1. PERSONNEL

President-PublisherT.H. Lang
General ManagerBrian Fantl
Advertising DirectorDavid Rivord
Preprint ManagerBill Halsey

2. TERMS OF PAYMENT

- All retail sales are non-commissionable.
- Cash discount - not available.
- Advertiser may be billed only if credit has been approved in advance, otherwise, cash with copy is required.
- Balance outstanding after due date will be assessed a finance charge of 1.5% (18% per annum.) Visa, Mastercard, Discover and American Express accepted.
- Advertising rates listed do not include taxes for the State of New Mexico which are calculated on all retail advertising per state law.

3. PREPRINT GUIDELINES

- The Publisher reserves the right to revise preprint rates at any time upon 30 days notice.
- The Publisher reserves the right to approve all preprints.
- Advertisers assume all liability for content of preprints.
- Preprint Reservations: Three weeks prior to run date preferred.
- Group ads sold through a third party will not be accepted. 1-900 numbers or 800 numbers referring to 900 numbers with charges will not be accepted.

f. Political Advertisements: Political advertising space reservations, ad copy (including camera-ready copy), and prepayment must be submitted prior to space reservation deadlines. All political ads must have the words "Paid Political Advertisement" set at the top of the advertisement in a minimum 10 pt. type. The ad must carry the name of the individual or organization placing the ad or ads required by the Federal Political Statements Law of 1944. The name of the Chairman or Treasurer of the organization and the group's address and telephone number must also appear in the ad. No late ads or copy changes after deadline will be accepted. Please see guidelines for Political and Public Forum Advertising.

g. Preprint insertion rates do not include transportation charges or printing costs.

h. Cancellation deadline is 14 days in advance of run date. A cancellation charge, based on costs incurred by Albuquerque Publishing Company, may be applied.

i. Preprints are accepted for daily, Sundays, or single paper insertions. Tabloid, Standard and Flexie sizes accepted.

j. Stock Weight: Single sheet card inserts must be on a minimum of 70 pound stock. Tabloids must be on a minimum of 30 pound stock. Powder should be used on glossy stock to assure a dried product.

k. Size Limitations: Minimum 6"x8". Maximum 11 3/8"x12 1/4". No multiple folds. Do not quarter fold any tab fitting within the 11 3/8"x12 1/4" specifications. All full-page supplements must be printed with a 3/8" off-fold. Sections should be rectangular or square in shape.

l. Preprints not conforming to the above stated requirements will not be afforded any credit adjustments and will be run at the advertiser's risk.

m. The Publisher retains the option of pre-inserting preprinted advertising sections, one inside the other, to meet mechanical and publishing requirements. In such instances, no consideration for adjustment will be given.

n. Quantities: Circulation estimates may vary. For current circulation, call (505) 823-3306.

4. PREPRINT RECEIVING GUIDELINES

- Preprints are to be delivered to the receiving dock located at 7777 Jefferson N.E., Albuquerque, NM 87109-4343.
- Deliveries are accepted 8 a.m. to 4:30 p.m. and 9 p.m. to 4:30 a.m. Monday through Saturday; Sunday 6 a.m. to 1:30 p.m.
- Preprints must be received (PREPAID) 10 days prior to a Sunday-publication date, and 7 days prior to a daily publication date. (A 15-day prior deadline applies to preprints for Thanksgiving day and all Sundays after Thanksgiving through Christmas.)
- If road conditions, mechanical breakdown or other problems cause a delay in delivery of preprints, drivers are asked to notify Albuquerque Publishing Company at (505) 823-3306.
- A bill of lading is needed for each truck or trailer delivering preprints.

5. PACKAGING

- Preprints should be loaded so they can be off-loaded from the rear of the carrier.
- Preprints should be delivered in banded stacks on non-returnable skids or pallets. Skids should not measure over 48 inches long. Skids should be stacked so they do not exceed 5 feet in height. Skids should not exceed 2500 pounds. A 4-inch floor clearance is required.
- All skids should have a tie-in placed halfway up the pallet. The slicker the stock, the more tie-ins needed. We suggest tie-ins be made of cardboard or heavy kraft paper. Tie-ins should not be round, waxed or coated.
- All preprints should be stacked consistently with alternating folds at reasonable intervals. They must be well-jogged, securely banded and protected for shipment. Band all four corners of pallet.
- Preprints should be wrapped in plastic with protective corners and stacked on balanced pallets to prevent sliding.

f. Shipments received in poor condition and/or not in consistent turns, thereby necessitating additional handling, may require an additional charge.

g. Each skid requires a skid marker that states the name of the preprint, newspaper to distribute the preprint and date of distribution. It should also state the total number of preprints, total number of skids, and the number of preprints on the skid. Display the cover of the preprint on two sides of each skid.

h. Preprints not meeting requirements of Albuquerque Publishing Company will be run at the advertiser's risk. Preprints not conforming to stated mechanical measurements may be, at the discretion of the publisher, returned to the sender C.O.D. Advertisers will be responsible for any additional costs incurred by Albuquerque Publishing Company for added special handling due to late arrival, damaged shipments, or other problems. Advertisers will be notified of same, if time allows, prior to run date. Advertising rates do not cover any transportation surcharges.

6. CONTRACT GUIDELINES

- Contracts are accepted from individual advertisers and subsidiaries.
- Advertisers signing frequency contracts will be billed on current effective rate card and rebilled at higher rate if contract is not fulfilled. Upon insertion of the next highest frequency level the next lowest rate becomes effective provided all other terms and conditions of the contract have been met.
- To count toward frequency discount and contract fulfillment, each insertion must be a minimum distribution of 55,700 preprints.