

2013 ADVERTISING RATE QUESTIONNAIRE

- INSTRUCTIONS: 1. Please fill out completely and return via fax to 612.342.2958 by **FRIDAY, DECEMBER 7, 2012**
 2. Email a complete copy of your current rate card and mechanical specs to: advertising@mna.org
 3. Even if your information has not changed - please complete, sign & submit this questionnaire
 4. All submitted rates are effective until a written 30-day notice of change is submitted

City _____ Name of Newspaper _____
 Ad Manager _____ Email / Ad Manager _____
 Email / Ad **Orders** _____ Email / Ad **Creative** _____
 Newspaper Details (circle options): Carrier-Delivered -or- Mailed Subscription-Based -or- Free Distribution

GENERAL ADVERTISING

General Gross/Commissionable **Display** Rates

Daily: \$ _____ /in. Sun: \$ _____ /in.

Gross **Repeat Display** Rate \$ _____ /in.

Repeat Policy _____

Local/Retail NET **Display** Rates

Daily: \$ _____ /in. Sun: \$ _____ /in.

Gross **Spot Color** Rates **Flat / Per Inch** (circle one)

Daily: \$ _____ Sun: \$ _____

Gross **Full Color** Rates

Daily: \$ _____ Sun: \$ _____

Gross **Classified Display** Rates

Daily: \$ _____ /in. Sun: \$ _____ /in.

Gross **Help Wanted** Rates

Daily: \$ _____ /in. Sun: \$ _____ /in.

Gross **Non-Profit** Rate \$ _____ /in.

Space Reservation Deadline _____

Creative Deadline _____

NICHE PRODUCTS

Do you accept **POLYBAGS**? Y N

If yes, Gross/Commissionable Rate: \$ _____ /CPM

Do you accept **POST-IT NOTES**? Y N

If yes, Gross /Commissionable Rate: \$ _____ /CPM

TMC/SHOPPER DETAILS

TMC/Shopper Name _____

TMC/Shopper Circulation _____

TMC/Shopper Issue Day (circle one): **Su M Tu W Th F Sa**

Delivery Method (circle one): **Carrier** -or- **Mailed**

Gross/Commissionable **TMC Display** Rate \$ _____ /in.

Gross **TMC Color** Rates **Flat / Per Inch** (circle one)

Spot Color: \$ _____ Full Color: \$ _____

TMC/Shopper **Space** Deadline _____

TMC/Shopper **Creative** Deadline _____

Gross "**COMBO**" Rate: TMC+Newspaper \$ _____ /in.

Are any of your publications a "forced buy"? Y N

If "yes", what are the "forced buy" details? _____

MECHANICALS (Provide Width in INCHES)

	Display	Classified	Shopper
1-Column	_____ "	_____ "	_____ "
2-Column	_____ "	_____ "	_____ "
3-Column	_____ "	_____ "	_____ "
4-Column	_____ "	_____ "	_____ "
5-Column	_____ "	_____ "	_____ "
6-Column	_____ "	_____ "	_____ "
7-Column	_____ "	_____ "	_____ "
8-Column	_____ "	_____ "	_____ "
9-Column	_____ "	_____ "	_____ "
10-Column	_____ "	_____ "	_____ "
Column Depth	_____ "	_____ "	_____ "

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ONLINE BANNERS

Do you accept 300 x 250 "Medium Rectangles"? **Y** **N**

Online banners are sold by: **Impression / Week / Month**
(circle one)

If sold by *impression*, the **MINIMUM** Gross Rate accepted is:

\$ _____ /CPM

PRE-PRINT RATES (CPM Only)

Provide Gross/Commissionable Rates based on **Cost-Per-Thousand**

	Newspaper (Daily)	Newspaper (Sunday)	TMC/Shopper
Single Sheet	\$ _____	\$ _____	\$ _____
4-Page Tab	\$ _____	\$ _____	\$ _____
8-Page Tab	\$ _____	\$ _____	\$ _____
12-Page Tab	\$ _____	\$ _____	\$ _____
16-Page Tab	\$ _____	\$ _____	\$ _____

PRE-PRINT DETAILS

TOTAL Insert Quantities Needed:

Newspaper (**Daily**) _____

Newspaper (**Sunday**) _____

TMC/Shopper _____

Can you **ZONE** distribution? **Y** **N**

If yes, is there an extra zoning charge? **Y** **N**

\$ _____ /CPM -or- \$ _____ /FLAT RATE

Is there a **MINIMUM** insert quantity? **Y** **N**

If yes, the minimum quantity is _____

MAXIMUM insert size without being folded:

_____ inches X _____ inches

Folding Charge (if necessary):

\$ _____ /CPM -or- \$ _____ /FLAT RATE

Space Reservation Deadline _____ Days

Insert Delivery Deadline _____ Days

PRE-PRINT SHIPPING INSTRUCTIONS (Provide Street Address ONLY, no P.O. Box)

Ship to _____ Receiving Contact Name _____

Address _____ Receiving Contact Phone # _____

City _____ Zip _____ Preferred Bundling (circle one): **Pallets** -or- **Boxes**

Receiving Dock Hours (Mon-Fri) _____ (Sat) _____ (Sun) _____

Additional Special Instructions / Comments _____

AUTHORIZATION (Rates cannot be changed without a signature)

Name _____ Title _____

Signature _____ Date _____