

Publication Name: \_\_\_\_\_

Date info completed: \_\_\_\_\_

<b>MARKET (indicate one):</b>			
<b>Basic Demography</b>			
Total Adult Population		Median Age	
Number of Households		Median Household Income	\$
Data Used (pick one): DMA <input type="checkbox"/> MSA <input type="checkbox"/> NDM <input type="checkbox"/>			
<b>Source Information</b>			
Source(s) with Date(s)			

<b>COVERAGE</b>		
<b>ABC Audit Info<sup>1</sup></b>	<b>Sunday</b>	<b>Daily</b>
<b>Total Average Paid Circulation</b>		
Core Newspaper (Total)		
Home Delivery and Mail (Total)		
Single Copy Sales (Total)		
Affiliated Publications (Total)		
<b>Coverage Maps</b> (insert URL for detailed map and zoning information, including delivery areas)		
<b>Audit Date (Month &amp; Year)</b>		

**Audience Demographics**

Source: ABC Reader Profile  
If Other, state source:

Source Date:

<b>AUDIENCE COMPOSITION</b>						
<i>Data based on average issue</i>	<b>Sunday</b>			<b>Daily</b>		
	<b>Total Audience</b>	<b>Composition</b>	<b>Index</b> (U.S. avg. = 100)	<b>Total Audience</b>	<b>Composition</b>	<b>Index</b> (U.S. avg. = 100)
<b>Total Adult Readers</b>		%			%	
Men		%			%	
Women		%			%	
<b>Age</b>						
18 to 34		%			%	
35 to 54		%			%	
55+		%			%	
Median						

<sup>1</sup> The information and statistics contained in this document are intended to provide a general overview of our products, their market and their readers. While the data is correct overall, a sales representative should be contacted for further details and/or clarification.

<i>Data based on average issue</i>	Sunday			Daily		
	Total Audience	Composition	Index (U.S. avg. = 100)	Total Audience	Composition	Index (U.S. avg. = 100)
<b>Education</b>						
Any College+		%			%	
College Graduate+		%			%	
Post-graduate Degree		%			%	
<b>Occupation/Job Title</b>						
Employed Full-Time		%			%	
P/M Top Management/ C-Suite		%			%	
Professional/Managerial		%			%	
<b>Business Decision Maker</b>		%			%	
<b>Household Income</b>						
< \$35k		%			%	
\$35k – \$75k		%			%	
> \$75k		%			%	
Median	\$			\$		
<b>Home Ownership and Principal Home Values</b>						
Home Owners		%			%	
Value: \$100k – \$249k		%			%	
Value: \$250k – \$499k		%			%	
Value: > \$500k		%			%	
Median Home Value	\$			\$		
Own 2+ Properties		%			%	
<b>Marital Status</b>						
Married		%			%	
Not Married		%			%	

**Additional Readership Information (insert URLs):**

### **Pricing: Open Rates of Most Commonly Used Units**

Publication Page Size (standard):	Width:	Columns
	Height:	Inches

<b>RETAIL</b>						
			Black & White Rates		Color Rates	
	Columns	Inches	Sunday	Daily	Sunday	Daily
<b>Full Page<sup>2</sup></b>			\$	\$	\$	\$
<b>Half Page Horizontal</b>			\$	\$	\$	\$
<b>Half Page Vertical</b>			\$	\$	\$	\$
<b>Quarter Page</b>			\$	\$	\$	\$
<b>Full-Page Double Truck</b>			\$	\$	\$	\$
<b>Horizontal Strip Ad</b>			\$	\$	\$	\$
<b>Premium Position One</b>			\$	\$	\$	\$
Describe Position:						
<b>Premium Position Two</b>			\$	\$	\$	\$
Describe Position:						

<b>SECTION (indicate one):</b>						
			Black & White Rates		Color Rates	
	Columns	Inches	Sunday	Daily	Sunday	Daily
<b>Full Page</b>			\$	\$	\$	\$
<b>Half Page Horizontal</b>			\$	\$	\$	\$
<b>Half Page Vertical</b>			\$	\$	\$	\$
<b>Quarter Page</b>			\$	\$	\$	\$
<b>Full-Page Double Truck</b>			\$	\$	\$	\$
<b>Horizontal Strip Ad</b>			\$	\$	\$	\$
<b>Premium Position One</b>			\$	\$	\$	\$
Describe Position:						
<b>Premium Position Two</b>			\$	\$	\$	\$
Describe Position:						

**Additional Rate Information (insert URLs):**

<sup>2</sup> The information and statistics contained in this document are intended to provide a general overview of our products, their market and their readers. These rates only represent an overview of rates and ad units this newspaper accepts. Please contact a sales representative (or refer to the Media Kit) for a complete listing of all category rates, ad units and other specifications. While the data is correct overall, a sales representative should be contacted for further details and/or clarification.

Products

<b>DAILY AND WEEKLY SECTIONS AT-A-GLANCE</b>	
<b>Sunday</b>	
Full-run Sections	- - - - - Additional Weekly Sections:
Part-run Sections	- - - - - Additional Weekly Sections:
<b>Monday</b>	
Full-run Sections	- - - - - Additional Weekly Sections:
Part-run Sections	- - - - - Additional Weekly Sections:
<b>Tuesday</b>	
Full-run Sections	- - - - - Additional Weekly Sections:
Part-run Sections	- - - - - Additional Weekly Sections:
<b>Wednesday</b>	
Full-run Sections	- - - - - Additional Weekly Sections:
Part-run Sections	- - - - - Additional Weekly Sections:
<b>Thursday</b>	
Full-run Sections	- - - - - Additional Weekly Sections:
Part-run Sections	- - - - - Additional Weekly Sections:
<b>Friday</b>	
Full-run Sections	- - - - - Additional Weekly Sections:
Part-run Sections	- - - - - Additional Weekly Sections:
<b>Saturday</b>	
Full-run Sections	- - - - - Additional Weekly Sections:
Part-run Sections	- - - - - Additional Weekly Sections:

Additional Properties with Integrated Sales:

**PREPRINTS AND RELATED PRODUCTS****General**

TMC Available? Yes <input type="checkbox"/> No <input type="checkbox"/> If so, Day(s) of Week: _____	Zoning Available? Yes <input type="checkbox"/> No <input type="checkbox"/>
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**Freestanding Inserts**

Days of Week Available: _____	Zip-level Zoning? Yes <input type="checkbox"/> No <input type="checkbox"/>	Zip+4 Zoning? Yes <input type="checkbox"/> No <input type="checkbox"/>
Rates and Other Details (insert URL) _____		

**Catalog and Product Sample Distribution**

Days of Week Available: _____	Zip-level Zoning? Yes <input type="checkbox"/> No <input type="checkbox"/>	Zip+4 Zoning? Yes <input type="checkbox"/> No <input type="checkbox"/>
Rates and Other Details (insert URL) _____		

**Printed Home Delivery Bags**

Days of Week Available: _____	Zip-level Zoning? Yes <input type="checkbox"/> No <input type="checkbox"/>	Zip+4 Zoning? Yes <input type="checkbox"/> No <input type="checkbox"/>
Rates and Other Details (insert URL) _____		

**DIGITAL PRODUCTS**

Online Products (insert URLs)	
Unique Visitors per Month	Source: _____
Page Views per Month	Source: _____
Digital Rate Card (insert URL)	
Net Reach (print & online)	Source: _____
Print-online Duplication	%
Online Targeting Capabilities	Yes <input type="checkbox"/> No <input type="checkbox"/> If yes, please describe: _____

**Production****PRODUCTION GUIDELINES**

Info on production specifications, acceptable electronic file formats and column-inch conversions (insert URLs)	
<b>Additional Info</b>	
Reserving an Ad (insert URL)	
Closing Times (insert URL)	

**Contracts/Credits**

**Contract Information – Statement of commissions, terms of payments and rate policies (insert URLs):**

**Credit Application – Guidelines and application (insert URLs):**

**Advertising Contacts – List of locations, contacts and contact information (insert URL):**