

A dark blue background featuring a white outline map of Alabama. A solid red rectangle is positioned at the top center, containing the text 'The Birmingham News' in a white, serif font. The state of Alabama is highlighted in a solid red color, and a white five-pointed star is centered within its borders.

*The Birmingham News*

**PRINT & DELIVER/FRONT PAGE RATE SHEETS  
PREPRINT SPECIFICATIONS AND PACKAGING GUIDE**

**ALABAMA**  
MEDIA GROUP

## PRINT AND DELIVER RATES All rates are per thousand.

Quantity	5.5 x 8.5 Double-Sided	8.5 x 11 Double-Sided	10 x 11.5 Double-Sided	11 x 17 Folded 4-Page Tabloid
10,000	\$50	\$74	\$76	\$91
20,000	\$47	\$69	\$73	\$88
30,000	\$42	\$59	\$65	\$78
40,000	\$40	\$50	\$59	\$68
50,000	\$38	\$43	\$49	\$64
75,000	\$36	\$40	\$46	\$60
100,000	\$34	\$39	\$44	\$58
200,000	\$33	\$38	\$41	\$57
300,000	\$30	\$37	\$39	\$56
400,000	\$29	\$36	\$38	\$55

- **Deadline for space and creative is 21 days prior to publishing. Any requests after this deadline will be subject to excess printing and/or shipping charges.**
- \$35 per page for digitizing.
- Contract Cancellation or commitment shortfall will result in a fee equal to 10% of the remaining contract value.
- All rates are per thousand.

## FRONT PAGE ADS All rates are per thousand.

<b>Partial Run 15k Minimum</b> <b>One color:</b> \$50/m <b>Multi-color:</b> \$60/m	<b>Full Run</b> <b>One color:</b> \$40/m <b>Multi-color:</b> \$50/m
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## PREPRINT SPECIFICATIONS

### PRODUCT THICKNESS

**Minimum:** 0.005 inches (0.127mm)

**Maximum (broadsheet):** 96 pages

**Maximum (tabloid):** 120 pages

### PRODUCT WIDTH

**Minimum:** 5.5 inches folded edge

**Maximum:** 11 inches  
(over 11 inches must be quarter folded  
prior to delivery)

### PRODUCT HEIGHT

**Minimum:** .5 inches

**Maximum:** 11 inches

**A minimum of 2% spoilage is required for all materials that meet preprint specifications.**

Preprints that fail to meet the standard weight and size specifications as stated above (or include a wrap or blow-ins) may:

- Require additional waste allowance to ensure full delivery
  - Receive less than scheduled distribution because of waste
  - Require extra handling, the cost of which will be billed to the advertiser
  - **SPECIAL REQUIREMENTS FOR NON-STANDARD INSERTS:** envelopes, sample packets, coupon packets, perforated cards, self-sealing envelopes, etc.
    - » A minimum of 200 samples must be submitted for testing at least six weeks prior to distribution date.
- Prompt notice of acceptance or rejection will be made.

## RESERVATION DEADLINES

Reservations must be received at least three weeks prior to insertion date.

## PREPRINT DELIVERY INSTRUCTIONS

### 1. Each skid must be labeled with the following information:

Advertiser  
Distribution date  
Skid number/Total number of skids  
Number of inserts per skid  
Total number of inserts for distribution  
Publication name on each skid  
Bulk shipments will not be accepted

### 2. Bill of Lading information must include:

Advertiser  
Distribution date  
Total number of inserts  
Total number of skids in shipment

### 3. Packing requirements:

- All preprints must be stacked on nonreturnable skids.
- Skids should be a maximum of 52 inches and skid tops should match but not exceed the size of the skid. Tops should protect skid contents against damage. Inserts should never extend beyond any edge of the skid.
- Skids must be securely banded to prevent slippage of preprints.
- Preprints must be well jogged, brick-stacked with folded edge evenly aligned vertically 6 to 8 inches to a turn, two turns to a stack.
- Underlayments should be used every 18 inches and on the bottom and top of each skid.
- No waxed or coated paper may be used as underlayments. Preprints delivered in boxes should be securely strapped to a skid.

### 4. Damaged Shipments & Preprints:

Photos are taken upon arrival of visible damage and sent to responsible parties. We cannot be held responsible if the damage is inside of the skid and not visible until insertion causing shortages. Contacts will be notified as soon as possible.

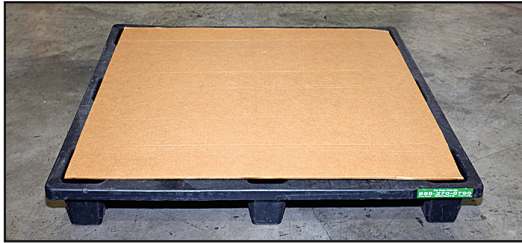
### 5. Daily and/or Sunday inserts must be delivered no later than 10 days prior to the distribution date.

### 6. Inserts should be sent to:

The Birmingham News  
c/o Atlanta Journal Constitution  
6455 Best Friend Road  
Norcross, GA 30071

### 7. Delivery times:

Mon – Fri / 7:00 a.m. EST to 7:00 p.m. EST



A protective cover should be placed on the pallet before stacking to minimize the possibility of damp or curled sections.



Proper labeling on each box should state the total number of boxes, shipment quantity, and individual box number.



Maximum allowable loaded pallet height is 5 feet measure from the floor to the pallet top.



Pallets must be well protected to prevent damage.



Brick stacking stabilizes the load for ease of shipping, handling and storage.



Sheets of cardboard or suitable binder sheets placed between layers will keep the inserts flat.



Separate skids required for inserts running in multiple production runs.



An example of a correctly shipped pallet.