



ANNUAL BULK AGREEMENT PER COLUMN INCH RATES
 Additional discounts available with an agreement for four or more WNI newspapers

COLUMN INCHES PER YEAR	BROADSHEET PAGES PER YEAR	1	2	3	4	5	6	7	8	9	10	11	12
		PRESCOTT DAILY COURIER	PRESCOTT VALLEY TRIBUNE	CHINO VALLEY REVIEW	BIG BUG CANYON COUNTRY NEWS	TODAY'S NEWS HERALD	PARKER PIONEER	KINGMAN DAILY MINER	VERDE INDEPENDENT/CAMP VERDE BUGLE	KUDOS	NAVAJO HOPI OBSERVER	WILLIAMS GRAND CANYON NEWS	PALO VERDE VALLEY TIMES/QUARTZSITE TIMES
Open National/Agency Commissionable		\$25.41	\$17.43	\$13.00	\$8.40	\$24.59	\$10.99	\$17.92	\$16.80	\$21.92	\$15.54	\$13.55	\$14.70
130" - 258"	1.01 - 2	\$22.87	\$15.69	\$11.70	\$7.56	\$19.39	\$9.89	\$16.13	\$15.12	\$19.73	\$13.99	\$12.20	\$13.24
259" - 516"	2.01 - 4	\$22.11	\$15.16	\$11.31	\$7.31	\$18.73	\$9.56	\$15.59	\$14.62	\$19.07	\$13.51	\$11.79	\$12.79
517" - 903"	4.01 - 7	\$21.60	\$14.82	\$11.05	\$7.14	\$18.29	\$9.34	\$15.23	\$14.28	\$18.63	\$13.21	\$11.52	\$12.50
904" - 1677"	7.01 - 13	\$20.84	\$14.29	\$10.66	\$6.89	\$17.64	\$9.01	\$14.69	\$13.78	\$17.97	\$12.74	\$11.11	\$12.05
1678" - 2580"	13.01 - 20	\$20.33	\$13.94	\$10.40	\$6.72	\$17.20	\$8.79	\$14.34	\$13.44	\$17.54	\$12.43	\$10.84	\$11.76
2581" - 3354"	20.01 - 26	\$19.57	\$13.42	\$10.01	\$6.47	\$16.57	\$8.46	\$13.80	\$12.94	\$16.88	\$11.97	\$10.43	\$11.32
3355" - 5031"	26.01 - 39	\$19.06	\$13.07	\$9.75	\$6.30	\$16.15	\$8.24	\$13.44	\$12.60	\$16.44	\$11.66	\$10.16	\$11.03
5032" - 6708"	39.01 - 52	\$18.30	\$12.55	\$9.36	\$6.05	\$15.50	\$7.91	\$12.90	\$12.10	\$15.78	\$11.19	\$9.76	\$10.58
6709" - 10062"	52.01 - 78	\$17.79	\$12.20	\$9.10	\$5.88	\$15.07	\$7.69	\$12.54	\$11.76	\$15.34	\$10.88	\$9.49	\$10.29
10063" - 13416"	78.01 - 104	\$17.02	\$11.68	\$8.71	\$5.63	\$14.48	\$7.36	\$12.01	\$11.26	\$14.69	\$10.41	\$9.08	\$9.85
13417" - 16770"	104.01 - 130	\$16.52	\$11.33	\$8.45	\$5.46	\$13.89	\$7.14	\$11.65	\$10.92	\$14.25	\$10.10	\$8.81	\$9.56
16771" - 20124"	130.01 - 156	\$16.01	\$10.98	\$8.19	\$5.29	\$13.46	\$6.92	\$11.29	\$10.58	\$13.81	\$9.79	\$8.54	\$9.26
20125" - 23478"	156.01 - 182	\$15.25	\$10.46	\$7.80	\$5.04	\$12.83	\$6.59	\$10.75	\$10.08	\$13.15	\$9.32	\$8.13	\$8.82
23479" - 26832"	182.01 - 208	\$14.74	\$10.11	\$7.54	\$4.87	\$12.40	\$6.37	\$10.39	\$9.74	\$12.71	\$9.01	\$7.86	\$8.53
26833" - 33540"	208.01 - 260	\$14.23	\$9.76	\$7.28	\$4.70	\$11.97	\$6.15	\$10.04	\$9.41	\$12.28	\$8.70	\$7.59	\$8.23
33541" and up	260.01 or more	\$13.72	\$9.41	\$7.02	\$4.54	\$11.55	\$5.93	\$9.68	\$9.07	\$11.84	\$8.39	\$7.32	\$7.94
Color / Page		\$239.00	\$239.00	\$125.00	\$83.00	\$142.00	\$104.00	\$122.00	\$115.00	\$174.00	\$130.00	\$110.00	\$110.00

Please contact us for Smart Shopper, Smart Buyer, Desert Shopper and TMC pickup rates

GROUP-BUY INSERT/PREPRINT PER THOUSAND RATES
 Applicable with an insert/preprint agreement for four or more WNI newspapers

SIZE	WEIGHT LIMITS	BASE		12 TIMES ANNUAL		24 TIMES ANNUAL		48 TIMES ANNUAL	
		Carrier Rate	Mail Rate	Carrier Rate	Mail Rate	Carrier Rate	Mail Rate	Carrier Rate	Mail Rate
4 tab	up to .30	33.08	40.35	33.08	38.67	33.08	36.99	33.08	33.63
	.31 - .35	41.10	40.95	39.47	39.24	38.63	37.54	37.00	34.13
	.36 - .40	41.10	43.92	39.47	42.09	38.63	40.27	37.00	36.60
	.41 - .45	41.10	46.90	39.47	44.95	38.63	43.00	37.00	39.09
	.46 - .50	41.10	49.88	39.47	47.81	38.63	45.72	37.00	41.57
4 std	.51 - .55	41.10	52.86	39.47	50.65	38.63	48.46	37.00	44.05
	.56 - .60	41.10	55.83	39.47	53.51	38.63	51.18	37.00	46.53
	.61 - .65	43.16	58.81	41.43	56.36	40.57	53.92	38.85	49.00
	.66 - .70	43.16	61.78	41.43	59.22	40.57	56.64	38.85	51.49
	.71 - .75	43.16	64.76	41.43	62.07	40.57	59.37	38.85	53.97
6 std	.76 - .80	43.16	67.74	41.43	64.92	40.57	62.10	38.85	56.45
	.81 - .85	43.16	70.72	41.43	67.77	40.57	64.83	38.85	58.93
	.86 - .90	43.16	73.69	41.43	70.62	40.57	67.55	38.85	61.41
	.91 - .95	47.27	76.67	45.40	73.47	44.46	70.29	42.56	63.89
	.96 - 1.0	47.27	79.64	45.40	76.32	44.46	73.01	42.56	66.37
8 std	1.1	47.27	87.98	45.40	84.32	44.46	80.65	42.56	73.32
	1.2	47.27	93.93	45.40	90.02	44.46	86.11	42.56	78.28
	1.3	49.33	99.89	47.37	95.73	46.37	91.56	44.40	83.24
	1.4	49.33	105.84	47.37	101.43	46.37	97.02	44.40	88.20
	1.5	49.33	111.79	47.37	107.14	46.37	102.48	44.40	93.17
10 std	1.6	49.33	117.75	47.37	112.84	46.37	107.94	44.40	98.12
	1.7	55.50	123.70	53.30	118.56	52.17	113.39	49.97	103.09
	1.8	55.50	129.65	53.30	124.26	52.17	118.85	49.97	108.05
	1.9	55.50	135.61	53.30	129.96	52.17	124.31	49.97	113.01
	2	55.50	141.56	53.30	135.66	52.17	129.74	49.97	117.97
12 std	2.1	57.55	147.51	55.26	141.37	54.11	135.22	51.80	122.93
	2.2	57.55	153.47	55.26	147.07	54.11	140.68	51.80	127.89
	2.3	57.55	159.42	55.26	152.79	54.11	146.14	51.80	132.86
	2.4	57.55	165.38	55.26	158.49	54.11	151.60	51.80	137.81
	2.5	63.72	171.33	61.19	164.20	59.91	157.05	57.35	142.78
14 std	2.6	63.72	177.28	61.19	169.90	59.91	162.51	57.35	147.74
	2.7	63.72	183.24	61.19	175.60	59.91	167.97	57.35	152.70
	2.8	63.72	189.19	61.19	181.30	59.91	173.43	57.35	157.66
	2.9	65.75	195.14	63.13	187.02	61.80	178.88	59.18	162.62
	3	65.75	201.10	63.13	192.72	61.80	184.34	59.18	167.58
16 std	3.1	65.75	207.05	63.13	198.43	61.80	189.80	59.18	172.55
	3.2	65.75	213.00	63.13	204.13	61.80	195.26	59.18	177.50
	3.3	71.95	218.96	69.08	209.84	67.63	200.71	64.76	182.47

Orders for less than full circulation in any single publication will incur a premium charge of \$25 per thousand. The premium charge will be added to the cost of insertion. Based upon a signed agreement.

Credit of Pre-Printed Insert Inches will be allowed toward the fulfillment of Bulk Advertising Agreement based upon a 4:1 ratio of Pre-Print Inches to ROP as follows:

INSERT SIZE	INCHES/CREDIT	INSERT SIZE	INCHES/CREDIT	INSERT SIZE	INCHES/CREDIT	INSERT SIZE	INCHES/CREDIT
4std/8tab/16flexi	129"	8std/16tab/32flexi	258"	12std/24tab/48flexi	387"	16std/32tab/64flexi	516"
6std/8tab/24flexi	194"	10std/20tab/40flexi	323"	14std/28tab/56flexi	452"	18std/36tab/72flexi	581"

Minimum size Pre-Print Insert for credit application is 4std/8tab. Credit based on minimum 12 times annual Pre-Print Insert Agreement.



GROUP-BUY DISCOUNT FOR ANNUAL BULK AGREEMENT

1 to 3 Newspapers No Discount	4 Newspapers 5% Discount	5 Newspapers 6% Discount	6 Newspapers 7% Discount	7 Newspapers 8% Discount	8 Newspapers 9% Discount	9 or more Newspapers 10% Discount
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A camera-ready composition discount of 5 percent is available upon request to contract advertisers on the FIRST INSERTION ONLY of any non-commissionable or non-agency ad that requires no more than a reduction or enlargement of total ad to fit column widths.

GROUP-BUY DISCOUNT FOR ANNUAL INSERT/PREPRINT AGREEMENT

Group-buy insertion rates as published in this rate schedule are based upon pre-print insertion into four or more Western News&Info, Inc. publications by the same advertiser. Credit of pre-printed insert inches will be allowed toward the fulfillment of bulk advertising agreements based upon a 4-to-1 ratio of pre-print inches.

SPECIALTY INSERT PRICING

TYPE OF INSERT:

- 1/2 wrap Spadea** - Back page wraps around to front vertically creating a front page which is less than full width of other pages, or **Gatefold** - Right edge of front page has approximately 4 inch reverse fold in
- Dinky** - Single sheet inserted separate from tab - machine inserted
- Dinky** - Single sheet inserted into tab - hand inserted
- Flexi Coupon Books** - Minimum size 6" x 9" **
- Envelope** - Minimum size 4 1/8" x 9 1/2"
- Paper Bag**
- Second Preprint / Same Publication / Same Day**
- Sample Pac** - Flat machine insertable sample package - minimum size 6" x 9"
- Sample Bag** - Newspaper poly bag imprinted with advertising on one or both sides. Bottom or side has pouch for product sample
- Poly Ad Bag** - Newspaper poly bag with a high impact advertising message on one or both sides
- Poly Coupon Bag** - Poly bag with a detachable coupon

ADVERTISER CHARGE:

- Next insert rate. Count special folds as additional pages. In most cases this will increase CPM by 1 rate bracket.
- 30% discount on smaller pieces*
- 30% discount on smaller pieces* plus \$25.20/M
- Charges per M
- 4std / 8tab / 16flexi rate
- \$88.00/M
- 30% discount on smaller piece*
- Charge per M
- \$69.30/M
- \$69.30/M
- \$69.30/M

*Discount does not apply to 3rd Class mail publications. **Please be aware multiple inserts between one and five can occur with flexi books and envelopes.

78.8% of people surveyed said they read Retail Store ads in their local newspaper "always" or "frequently".

QUESTION:	How often do you read the following in the local newspaper?				
	ALWAYS	FREQUENTLY	OCCASIONALLY	NEVER	TOTAL
RESPONSES:					
Real Estate Ads	10.5% 261	15.6% 388	51.8% 1290	22.2% 552	100% 2491
Classified Ads	35.0% 882	26.0% 655	33.6% 846	5.4% 137	100% 2520
Retail Store Ads	44.0% 1121	34.8% 885	20.0% 509	1.2% 30	100% 2545
Ad Inserts	42.0% 1060	32.9% 831	22.1% 557	3.0% 77	100% 2525

Survey conducted by Pulse Research, Inc. March, 2011

3
CHINO VALLEY REVIEW
 Covering Chino Valley and Paulden, AZ
Free Distribution: 7,457

11
WILLIAMS-GRAND CANYON NEWS
 Covering Williams, Ashfork, Seligman and the Grand Canyon, AZ
Paid Circulation: 3,850

10
NAVAJO HOPI OBSERVER
 Covering the Navajo and Hopi Nations
Free Distribution: 15,000

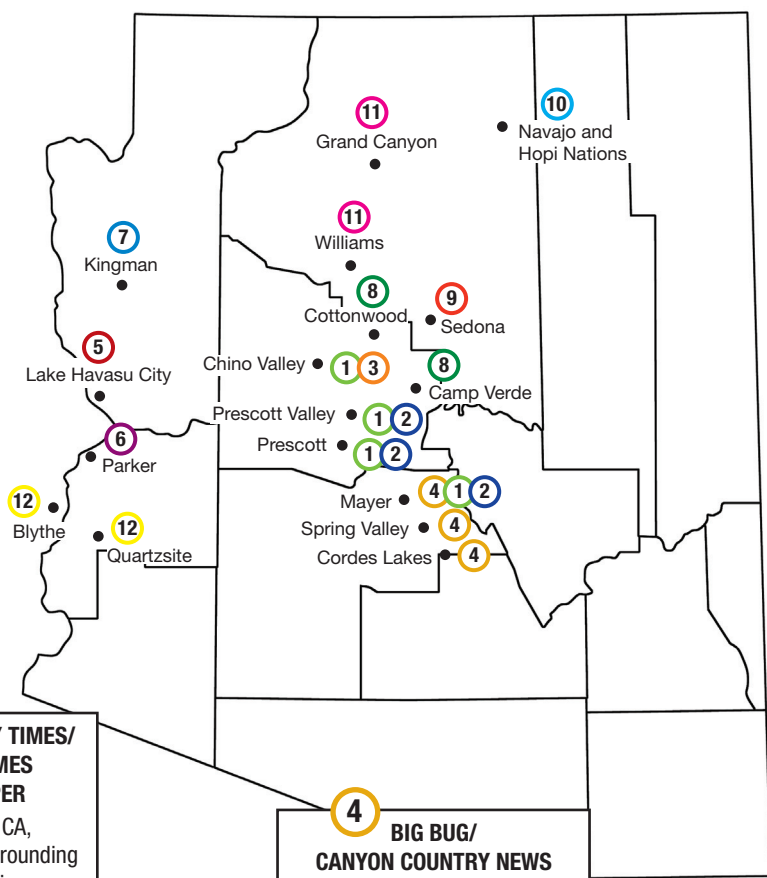
7
THE KINGMAN DAILY MINER PROSPECTOR/SMART BUYER
 Covering Kingman, AZ
Paid Circulation: 8,384
 Free TMC Distribution: 11,500
 Mailed TMC Distribution: 19,417

9
KUDOS
 Covering Sedona, AZ
Free TMC Distribution: 10,897

5
TODAY'S NEWS HERALD RIVER EXTRA/SMART BUYER
 Covering Lake Havasu City, AZ
Paid Circulation: 14,293
 Free TMC Distribution: 7,000
 Mailed TMC Distribution: 19,937

8
VERDE INDEPENDENT/ THE BUGLE / SMART SHOPPER
 Covering Cottonwood and Camp Verde, AZ
Paid Circulation: 4,204
 Mailed TMC Distribution: 19,994

6
PARKER PIONEER
 Covering Parker, AZ
Paid Circulation: 4,393



12
PALO VERDE VALLEY TIMES/ QUARTZSITE TIMES DESERT SHOPPER
 Covering Blythe, CA, Quartzsite, AZ and surrounding River Communities
Paid Circulation: 3,528
 Mailed TMC Distribution: 7,850

4
BIG BUG/ CANYON COUNTRY NEWS
 Covering Spring Valley, Black Canyon City, Mayer and Cordes Lakes, AZ
Free Distribution: 3,381

2
PRESCOTT VALLEY TRIBUNE
 Covering Prescott Valley, Prescott, Dewey and Mayer, AZ
Paid Publication: 15,055

1
THE PRESCOTT DAILY COURIER SMART SHOPPER
 Covering Prescott, Prescott Valley, Chino Valley, Dewey and Mayer, AZ
Paid Circulation: 17,475
 Mailed TMC Distribution: 49,650

Reach more than 224,765 households with one Western News&Info buy!

OPEN BROCHURE FOR DETAILED DISTRIBUTION AND DEMOGRAPHIC INFORMATION

Free TMC distribution for #5 and #7 are not included in household total.