

ZIP X-PRESS Single Sheet Print and Deliver (Total Market Coverage)

ZIP X-PRESS single sheets are delivered by ZIP code to households throughout King and South Snohomish counties. Subscriber delivery is available Wednesday through Friday and Sunday inside the newspaper and to nonsubscribers* through the U.S. Postal Service. Contact your account executive for details. Revenue counts towards annual dollar volume contracts. Preprint discounts do not apply.

*Tuesday – Thursday delivery; billed as Wednesday.

ZIP X-PRESS Single Sheet Rates

Rates include 4/4 process color. Commissionable rates are available; contact your account executive.

Distribution Quantity	RATE PER 1,000	
	7.75" x 10.25"	9.75" x 10.75"
10,000 – 24,999	\$49.00	\$54.00
25,000 – 49,999	48.25	53.25
50,000 – 74,999	47.75	52.75
75,000 – 99,999	47.25	52.25
100,000 – 149,999	46.75	51.75
150,000 – 199,999	46.25	51.25
200,000 – 249,999	45.75	50.75
250,000 – 299,999	45.25	50.25
300,000 – 399,999	44.75	49.75
400,000 – 499,999	44.25	49.25
500,000 and up	43.75	48.75

Save \$2 per thousand with a 12x annual frequency agreement. Each unique print order counts once toward frequency fulfillment.

Stock:

- 60# matte

Sizes:

- 7.75" x 10.25" single sheet (live area 7.25" x 9.75"; bleed size 8.25" x 11")
- 9.75" x 10.75" single sheet (live area 9.25" x 10.25"; bleed size 10.5" x 11.5")

Deadlines:

- Newspaper-constructed ads: 20 days prior to distribution. Contact your account executive for details.
- Reservations: Thursday, 13 days prior
- Complete digital ads: Thursday, 13 days prior
- Final corrections: Thursday, 13 days prior

Topper Program

- Minimum quantity: 10,000 (limit one topper per day)
- Home-delivered copies only (no single copy)
- Order by ZIP code in King and Snohomish counties
- Premium charge: \$35 cpm

Available Tuesday, Wednesday, Thursday and Saturday only. Note: Premium charge will be added to standard insertion rate. Topper charge is noncommissionable.

Savings Source TMC Wrap Display Ads

Savings Source is a full-color, all-advertising wrap, carrying advertising inserts to households in King and South Snohomish counties. Delivery is on Wednesdays inside the newspaper and via the U.S. Postal Service to nonsubscribers*. Advertising is available on all pages of the wrap.

*Tuesday – Thursday delivery; billed as Wednesday

Ad Positions and Specifications:

Front cover position

- Ad size 9.25" x 8.75"

Hot Spot

- Ad size 5.5" x 1.75"

Back cover position

- Ad size 10.25" x 8.25"

Inside positions

- Ad size 9.25" x 10"

Deadlines:

- Newspaper-constructed ads: Monday, 16 days prior to distribution
- Space reservations: Wednesday, 14 days prior to distribution
- Complete digital ads: Friday, 12 days prior to distribution

Savings Source Wrap Rates

All rates include full color, plus professional design and copywriting at no additional charge.

	Cover Positions	Inside Positions	Hot Spot
Noncommissionable	\$7,250	\$4,200	\$750
Commissionable	8,530	4,942	883