



Buyer's Edge publishes every week, it's a tabloid that wraps the inserts in the Wednesday paper, and the inserts we deliver to households that do not subscribe to the newspaper.

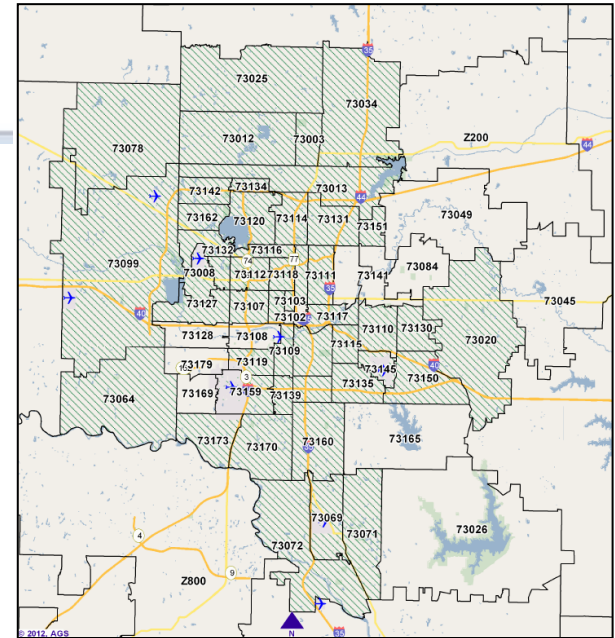
It wraps the weekly grocery inserts and other inserts like Walgreens, CVS, Home Depot, Wal-Mart, etc.

We print and deliver 445,000 copies of Buyer's Edge. It hits 97% of households in the metro. Of the 445,000, only about 21,000 go outside the metro.

The breakout of the 445,000 is: 140,000 in the Wednesday paper, wrapping the Wednesday inserts.

305,000 goes to non-subscribers, delivery starts on Tuesday and finishes on Wednesday.

Of the 305,000, 250,000 are delivered by carrier like a newspaper; the other 55,000 are mailed, mainly to apartments.



Total Market Coverage Rates

	1x	13x	26x	52x
Front & Back Pages	\$6,895	\$6,230	\$5,855	\$5,415
Inside Pages				
Full Pages	\$4,665	\$4,085	\$3,820	\$3,555
1/2 page vertical	\$2,810	\$2,465	\$2,305	\$2,150
1/4 page	\$1,700	\$1,540	\$1,430	\$1,330
Front Page Mastheads	\$1,200	\$1,025	\$925	\$800
Back Page Mastheads	\$1,220	\$1,055	\$940	\$835
Double Truck	\$10,030	\$8,850	\$8,270	\$7,695
4 Pg Tab Pullout	\$18,115	\$14,455	\$13,050	\$11,510

All rates include full color.
All rates are net.



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TMC PREPRINT DISTRIBUTION RATES

Total Annual Distribution Quantity

	>500,000	>1,000,000	>2,000,000	>4,000,000	>6,000,000	>8,000,000	>10,000,000	>12,000,000	>14,000,000	>17,000,000	>20,000,000
Discount Percentage :	5%	10%	13%	16%	18%	19%	20%	21%	22%	23%	24%

Weight (oz.)	Base Rate	>500,000	>1,000,000	>2,000,000	>4,000,000	>6,000,000	>8,000,000	>10,000,000	>12,000,000	>14,000,000	>17,000,000	>20,000,000
0.01 up to 0.11	\$24.00	\$22.80	\$21.60	\$20.88	\$20.16	\$19.68	\$19.44	\$19.20	\$18.96	\$18.72	\$18.48	\$18.24
0.12 up to 0.22	\$31.00	\$29.45	\$27.90	\$26.97	\$26.04	\$25.42	\$25.11	\$24.80	\$24.49	\$24.18	\$23.87	\$23.56
0.23 up to 0.33	\$34.00	\$32.30	\$30.60	\$29.58	\$28.56	\$27.88	\$27.54	\$27.20	\$26.86	\$26.52	\$26.18	\$25.84
0.34 up to 0.44	\$39.00	\$37.05	\$35.10	\$33.93	\$32.76	\$31.98	\$31.59	\$31.20	\$30.81	\$30.42	\$30.03	\$29.64
0.45 up to 0.55	\$44.00	\$41.80	\$39.60	\$38.28	\$36.96	\$36.08	\$35.64	\$35.20	\$34.76	\$34.32	\$33.88	\$33.44
0.56 up to 0.66	\$50.00	\$47.50	\$45.00	\$43.50	\$42.00	\$41.00	\$40.50	\$40.00	\$39.50	\$39.00	\$38.50	\$38.00
0.67 up to 0.77	\$56.00	\$53.20	\$50.40	\$48.72	\$47.04	\$45.92	\$45.36	\$44.80	\$44.24	\$43.68	\$43.12	\$42.56
0.78 up to 0.88	\$60.00	\$57.00	\$54.00	\$52.20	\$50.40	\$49.20	\$48.60	\$48.00	\$47.40	\$46.80	\$46.20	\$45.60
0.89 up to 0.99	\$64.00	\$60.80	\$57.60	\$55.68	\$53.76	\$52.48	\$51.84	\$51.20	\$50.56	\$49.92	\$49.28	\$48.64
1.00 up to 1.12	\$72.00	\$68.40	\$64.80	\$62.64	\$60.48	\$59.04	\$58.32	\$57.60	\$56.88	\$56.16	\$55.44	\$54.72
1.13 up to 1.25	\$78.00	\$74.10	\$70.20	\$67.86	\$65.52	\$63.96	\$63.18	\$62.40	\$61.62	\$60.84	\$60.06	\$59.28
1.26 up to 1.38	\$85.00	\$80.75	\$76.50	\$73.95	\$71.40	\$69.70	\$68.85	\$68.00	\$67.15	\$66.30	\$65.45	\$64.60
1.39 up to 1.51	\$94.00	\$89.30	\$84.60	\$81.78	\$78.96	\$77.08	\$76.14	\$75.20	\$74.26	\$73.32	\$72.38	\$71.44
1.52 up to 1.64	\$101.00	\$95.95	\$90.90	\$87.87	\$84.84	\$82.82	\$81.81	\$80.80	\$79.79	\$78.78	\$77.77	\$76.76
1.65 up to 1.77	\$108.00	\$102.60	\$97.20	\$93.96	\$90.72	\$88.56	\$87.48	\$86.40	\$85.32	\$84.24	\$83.16	\$82.08
1.78 up to 1.90	\$116.00	\$110.20	\$104.40	\$100.92	\$97.44	\$95.12	\$93.96	\$92.80	\$91.64	\$90.48	\$89.32	\$88.16
1.91 up to 2.00	\$126.00	\$119.70	\$113.40	\$109.62	\$105.84	\$103.32	\$102.06	\$100.80	\$99.54	\$98.28	\$97.02	\$95.76
over 2.00 Call for quote												

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