

San Diego Suburban Newspapers

La Jolla • Del Mar • Rancho Santa Fe • Carmel Valley • Solana Beach , Ramona

Preprinted Insert Rates

Rates (are determined by weight for quantities of 10,000 or more)

Weight in Ounces	CPM	Weight in Ounces	CPM
.30	\$45	1.20	\$88
.35	46	1.25	90.50
.40	47	1.30	93
.45	49	1.35	95.50
.50	51	1.40	98
.55	53.50	1.45	100.50
.60	56	1.50	103
.65	58	1.55	106
.70	60	1.60	109
.75	63.50	1.65	111.50
.80	67	1.70	114
.85	69.50	1.75	118
.90	72	1.80	122
.95	74	1.85	124.50
1.0	76	1.90	127
1.05	80	1.95	129.50
1.10	84	2.00	132
1.15	86	2.05+	Contact Rep

Guidelines

- Preprints are charged on a cost per thousand basis, weight rounded up to nearest .05 ounce
- Rates subject to change based on USPS rate changes
- Annual frequency discounts are available with contracts
- The minimum quantity for La Jolla, the North County or Ramona papers is 10,000
- A spoilage quantity of 4% is required for all advertising supplements

Deadlines

- Ordering deadline is 10 days prior to insertion date
- Delivery deadline is one week prior to insertion date

Specifications

- Minimum size is 4.125 by 5.875
- Maximum size is 6.5 by 11.5
- Single sheet paper stock minimum is 60#
- 4-page tabloid (quarter-folded) may be on 27# stock minimum

Delivery Instructions

San Diego Web Offset • 550 Fesler Street, Suite A • El Cajon, CA 92020

Receiving Hours: 7 AM to 4 PM Monday to Friday