

Effective March 16, 2009



POLYBAGS PRINTED & DISTRIBUTED BY THE POST-DISPATCH

The Post-Dispatch will print your message on our home delivery polybags for any or every day of the week. Choose from subscriber (daily or Sunday) or non-subscriber delivery. The following rates are based on a 50,000 minimum order. (Quotes available on smaller amounts).

POLYBAGS SUPPLIED BY ADVERTISER

The Post-Dispatch will distribute your Ad Bags for any or every day of the week at the rate of \$25.00 per thousand. The Post-Dispatch will distribute polybags with samples: contact your account executive for details. Samples subject to authorization from the Circulation Director. Polybags with samples or attached coupons at bottom - see your sales representative for quote. A minimum of 50,000 pre-printed plastic polybags must be provided at least 2 weeks preceding the date of distribution.

DIMENSIONS

ST. LOUIS POST-DISPATCH DAILY AND/OR SUBURBAN JOURNALS

ADVERTISER'S BAG (IMAGE AREA) 6.0" x 17.5"

Single Wall w/1.5" Lip 100% LLDPE Newspaper Bags On Plastic Headers, 3 Staples Per Header To Hold Bags, No Perforation, 100 Bags Per Header, 1,000 Bags Per Case, Print on White Bag.

ST. LOUIS POST-DISPATCH SUNDAY

ADVERTISER'S BAG (IMAGE AREA) 8" x 18.5"

Single Wall w/1.5" Lip 100% LLDPE Newspaper Bags On Plastic Headers, 3 Staples Per Header To Hold Bags, No Perforation, 100 Bags Per Header, 1,000 Bags Per Case, Print on White Bag.

SPECIFICATIONS

ART CHARGES

First hour of art is free. Advertiser is charged \$65 per hour thereafter. Art charge must be authorized by advertiser before work begins.

OVERRUNS

15% in addition to total quantity is required to insure complete coverage. Polybags must arrive 100 per metal wicket, cardboard stapled with X die cut or doorknob hole.

DEADLINES

Six weeks prior to publication date for distribution order and ad materials. Reservation deadline is 14 calendar days before delivery.

AD MATERIALS

Design/layout/production/proof by the paper or camera-ready material may be provided by client. Allow a minimum of 1/4" between colors - standard PMS colors. Screen tints are not recommended. Minimum thickness .007 ml.

LINEAGE

Ad Bags are treated like preprints and revenue accrues toward ROP contract fulfillment. Bags do not count towards fulfillment of a frequency contract.

SAMPLE DISTRIBUTION/BAG ADVERTISING

Sample distribution/bag advertising is available. Please call your account executive for specifications and pricing.

TOTAL COST

Total cost is based on gross quantity plus plate charges and authorized art charges. All charges include supplier F.O.B. our docks.

EXCLUSIONS

Ad Bags are not available for political, tobacco products or adult entertainment advertisements. Polybags with samples must include applicable warning label.

DELIVERY ADDRESS

11700 Dunlap
Maryland Heights, MO 63043
314.569.9944