

2010 Rate Card



60 East 100 North - Vernal, Utah 84078 - 435-789-3511 - Fax 435-789-8690
 www.vernal.com



#1 Solid Buy! Vernal Express Only!

5,414 subscriber copies reaching 12,000 readers weekly. Monthly earned discounts include:

Open Rate	Pick-up Rate	Discount for Over 65 Inches	Discount for Over 130 Inches	Discount for Over 250 Inches	Discount for Over 500 Inches
\$8.50	\$7.22	\$8.16	\$7.82	\$7.66	\$7.48



#2 Better Buy! Vernal Area Total Coverage!

15455 subscriber and non-subscriber printed copies reach 29,000 potential readers weekly. Monthly earned discounts include:

Open Rate	Pick-up Rate	Discount for Over 65 Inches	Discount for Over 130 Inches	Discount for Over 250 Inches	Discount for Over 500 Inches
\$10.50	\$8.92	\$10.08	\$9.66	\$9.46	\$9.24



#3 Best Buy! Two Newspaper Specials!

This buy includes the award winning Vernal Express and Uintah Basin Standard newspapers serving Uintah and Duchesne Counties with over 12,800 subscriber copies reaching 27,000 potential readers weekly. Monthly earned discounts include:

Open Rate	Pick-up Rate	Discount for Over 65 Inches	Discount for Over 130 Inches	Discount for Over 250 Inches	Discount for Over 500 Inches
\$13.50	\$11.48	\$12.96	\$12.42	\$12.16	\$11.88

#4 Greatest Buy! Total Market Coverage!

This is a market saturation buy including the Vernal Express, Uintah Basin Standard and two unique shoppers serving Uintah and Duchesne Counties! There are over 29,800 printed copies reaching the Basin's 40,000 plus potential shoppers.

Open Rate	Pick-up Rate	Discount for Over 65 Inches	Discount for Over 130 Inches	Discount for Over 250 Inches	Discount for Over 500 Inches
\$16.50	\$14.02	\$15.84	\$15.18	\$14.86	\$14.52

Classified Section! Total Market Coverage!

This is a market saturation buy which includes the Vernal Express, Uintah Basin Standard and two shopper serving Uintah and Duchesne Counties! There are over 29,800 printed copies reaching over 40,000 potential shoppers in the Basin. This section is set up as a 9 columns format.

Open Rate	Discount for Over 65 Inches	Discount for Over 130 Inches	Discount for Over 250 Inches	Discount for Over 500 Inches
\$10.70	\$10.28	\$9.84	\$9.64	\$9.42





Preprints! Very effective and easy to send!

We offer a full blend of preprint packaging opportunities that cover the Uintah Basin from one end to the other. We will zone inserts upon request so that you reach the right customers for your advertising dollar. Prices are per thousand. Please call for current insertion numbers.

	Open	4	8	16	32	52
	Rate	Times	Times	Times	Times	Times
Up to 1.0 oz.	\$60.00	\$58.80	\$55.20	\$52.80	\$51.00	\$49.20
Up to 1.2 oz.	\$67.20	\$65.86	\$61.82	\$59.14	\$57.12	\$55.10
Up to 1.5 oz.	\$73.92	\$72.44	\$68.02	\$65.06	\$62.84	\$60.62
Up to 1.8 oz.	\$81.32	\$79.68	\$74.82	\$71.56	\$69.12	\$66.68
Up to 2.0 oz.	\$89.44	\$87.66	\$82.28	\$78.71	\$76.02	\$73.34

Contract Pricing!

We want to work with businesses who are willing to sign 1 year contract to lock in rate savings. Please choose from any of the following contract opportunities:

	Open	Pick-up	Discount Up	Discount Up	Discount Up
	Rate	Rate	To 65 Inches	To 130 Inches	To 250 Inches
Express	\$7.80	\$6.64	\$7.18	\$7.02	\$6.86
Express Shop	\$9.66	\$8.22	\$8.90	\$8.70	\$8.50
Express & UBS	\$12.42	\$10.56	\$11.44	\$11.18	\$10.94
Full Market	\$15.18	\$12.90	\$13.98	\$13.66	\$13.38
Classifieds	\$10.00		\$9.20	\$9.00	\$8.80

Note: All rates are non-commissionable.

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Color Charges - High Quality with impact!

We offer an excellent, quality 4-color and spot color printing. \$50 for spot colors (choose from four different colors). \$200 for process color.

Deadlines - Everybody has them!

We are just like everyone else - we have to run on a schedule where we receive the ads on time and they will be printed and delivered on time.

If you want your ad in the Vernal Express only we need the ad by noon on Friday. If you want your ad to print in the Uintah Basin Standard and the shopper then the deadline is Thursday at 5:00 p.m.

Classified Ad Rates - This section is hot!

We offer a full selection of Classifieds that are published commonly between the Vernal Express, the Uintah Basin Standard and our common shoppers. It is full circulation - full impact opportunity printed in a 9 column format.

\$8.00 minimum for up to 20 words and \$.25 per word thereafter. Cash or credit card is needed to place these ads. Add a photo for only \$10!

Public Notices! It is your right to know!

Public notices are printed in a nine column format in the Vernal Express for \$.80 per line.

Mechanical Requirements - Things must fit!

Our six column newspaper and shopper format have column widths of 1.79 inches.

Our page height is 21.5 inches. A full page measures 11.5 by 21.5 inches. There are 129 column inches on a printed page.

Our nine column classified ad section, which includes our real estate ads have column widths of 1.17 inches. There are 193.5 column inches on a printed page.

Subscription Rates! We inform for less!

In-county residents can subscribe for only \$28 per year. Out of county residents and living in Utah are charged \$45 per year and out of state subscribers pay only \$50 annually.

Non-profit rates

For qualifying non-profit organizations we offer a 50% off rate.