

## ZONING BY ZIP CODE IN SANTA CRUZ COUNTY IS AVAILABLE

Less than 10,000 zoned copies subject to availability with an additional \$210.00 service charge regardless of contract level.

## RESERVATIONS

Preprint reservations are made two weeks in advance of publication and preprints are due at the Sentinel one week prior to publication date. Holiday reservations three weeks in advance, holiday delivery one week in advance.

## SIZES

Maximum paper size 11" x 13 1/4" tabloid and 13 3/4" x 22 3/4" standard folded. Single sheet 8 1/2" x 14" with min. 60 lb. bond stock with a minimum .007" thickness. Mini tab is any size less than 8 1/2" x 11". Minimum size 6" x 7". Hand-inserting is available for odd sizes with an additional charge. Post-Its and product sample rates are available on request. Polybags are accepted on headers of 50. Paper bags are subject to a hand inserting charge. A \$200 handling fee may apply to all paper not meeting the minimum .007" thickness. Full distribution cannot be guaranteed with sub-standard paper.

## DELIVERY

All deliveries Monday-Friday 8:00 a.m. - 4:00 p.m., to:  
Santa Cruz Sentinel  
3317 Arden Road  
Hayward, CA 94545

## SPECIAL HANDLING

Preprints are to be delivered untied, in counted turns of 100 on pallets. Additional handling will be charged.

## COLOR COMICS, SPADEA & GATEFOLD, SUNDAYS

National Spadea Rate	Retail Spadea Rate
\$2,339.....Open	\$1,974.....Open
\$1,999.....3X	\$1,688.....3X
\$1,915.....6X	\$1,599.....6X
\$1,701.....13X	\$1,428.....13X
\$1,632.....26X	\$1,364.....26X
\$1,595.....39X	\$1,287.....39X
\$1,414.....52X	\$1,167.....48X

## COMICS GATEFOLD

\$37.60 per thousand

### CAMERA-READY MATERIALS SUPPLIED

All reservations, material requirements, etc., are to be coordinated through **Western Colorprint, Mike Lake, 775-772-3004.**

## DAILY ANNUAL DOLLAR VOLUME CONTRACT RATES

OPEN RATE	SS	4 TAB	8 TAB	12 TAB	16 TAB	20 TAB	24 TAB	28 TAB	32 TAB	+4 TAB
	\$54.63	\$68.02	\$68.02	\$69.09	\$71.23	\$75.79	\$77.93	\$77.93	\$79.00	\$2.25

## SPENDING LEVEL

SS	4 TAB	8 TAB	12 TAB	16 TAB	20 TAB	24 TAB	28 TAB	32 TAB	+4 TAB	
\$2,500	\$51.90	\$64.62	\$64.62	\$65.64	\$67.68	\$72.00	\$74.03	\$74.03	\$75.05	\$2.14
\$3,500	\$50.05	\$62.32	\$62.32	\$63.28	\$65.25	\$69.42	\$71.39	\$71.39	\$72.37	\$2.06
\$4,500	\$49.11	\$61.15	\$61.15	\$62.12	\$64.04	\$68.12	\$70.06	\$70.06	\$71.02	\$2.03
\$5,500	\$48.18	\$60.00	\$60.00	\$60.95	\$62.83	\$66.85	\$68.74	\$68.74	\$69.68	\$1.98
\$7,500	\$46.33	\$57.68	\$57.68	\$58.60	\$60.41	\$64.27	\$66.08	\$66.08	\$66.99	\$1.91
\$13,000	\$43.55	\$54.21	\$54.21	\$55.07	\$56.77	\$60.41	\$62.11	\$62.11	\$62.96	\$1.79
\$17,500	\$41.68	\$51.90	\$51.90	\$52.72	\$54.35	\$57.82	\$59.46	\$59.46	\$60.28	\$1.71
\$22,500	\$40.76	\$50.74	\$50.74	\$51.54	\$53.14	\$56.54	\$58.13	\$58.13	\$58.94	\$1.68
\$32,500	\$38.89	\$48.43	\$48.43	\$49.19	\$50.72	\$53.95	\$55.49	\$55.49	\$56.25	\$1.61
\$38,500	\$37.98	\$47.28	\$47.28	\$48.02	\$49.51	\$52.67	\$54.16	\$54.16	\$54.91	\$1.57
\$46,500	\$37.04	\$46.11	\$46.11	\$46.84	\$48.30	\$51.39	\$52.83	\$52.83	\$53.56	\$1.52
\$55,500	\$36.11	\$44.96	\$44.96	\$45.67	\$47.09	\$50.10	\$51.51	\$51.51	\$52.22	\$1.49
\$66,500	\$35.17	\$43.81	\$43.81	\$44.50	\$45.88	\$48.80	\$50.18	\$50.18	\$50.88	\$1.44
\$80,000	\$34.26	\$42.64	\$42.64	\$43.32	\$44.67	\$47.51	\$48.85	\$48.85	\$49.53	\$1.41
\$95,500	\$33.32	\$41.50	\$41.50	\$42.15	\$43.46	\$46.22	\$47.54	\$47.54	\$48.19	\$1.37
\$115,000	\$32.39	\$40.35	\$40.35	\$40.97	\$42.24	\$44.94	\$46.22	\$46.22	\$46.84	\$1.34
\$138,500	\$31.48	\$39.18	\$39.18	\$39.80	\$41.02	\$43.65	\$44.89	\$44.89	\$45.51	\$1.30
\$165,500	\$30.54	\$38.03	\$38.03	\$38.63	\$39.82	\$42.36	\$43.57	\$43.57	\$44.17	\$1.26
\$198,500	\$29.61	\$36.87	\$36.87	\$37.45	\$38.60	\$41.08	\$42.24	\$42.24	\$42.82	\$1.23
\$238,500	\$28.69	\$35.71	\$35.71	\$36.27	\$37.40	\$39.79	\$40.91	\$40.91	\$41.48	\$1.17

## SUNDAY ANNUAL DOLLAR VOLUME CONTRACT RATES

OPEN RATE	SS	4 TAB	8 TAB	12 TAB	16 TAB	20 TAB	24 TAB	28 TAB	32 TAB	+4 TAB
	\$55.11	\$68.75	\$68.75	\$69.78	\$71.84	\$76.48	\$78.80	\$78.80	\$79.83	\$2.27

## SPENDING LEVEL

SS	4 TAB	8 TAB	12 TAB	16 TAB	20 TAB	24 TAB	28 TAB	32 TAB	+4 TAB	
\$2,500	\$54.45	\$67.93	\$67.93	\$68.94	\$70.98	\$75.56	\$77.86	\$77.86	\$78.88	\$2.24
\$3,500	\$52.50	\$65.50	\$65.50	\$66.48	\$68.44	\$72.85	\$75.06	\$75.06	\$76.04	\$2.16
\$4,500	\$51.52	\$64.28	\$64.28	\$65.25	\$67.18	\$71.50	\$73.67	\$73.67	\$74.63	\$2.12
\$5,500	\$50.55	\$63.06	\$63.06	\$64.01	\$65.90	\$70.15	\$72.28	\$72.28	\$73.22	\$2.08
\$7,500	\$48.60	\$60.63	\$60.63	\$61.54	\$63.37	\$67.44	\$69.48	\$69.48	\$70.40	\$2.01
\$13,000	\$45.68	\$56.99	\$56.99	\$57.84	\$59.54	\$63.40	\$65.31	\$65.31	\$66.17	\$1.87
\$17,500	\$43.72	\$54.56	\$54.56	\$55.37	\$57.01	\$60.69	\$62.52	\$62.52	\$63.35	\$1.80
\$22,500	\$42.76	\$53.34	\$53.34	\$54.14	\$55.73	\$59.34	\$61.13	\$61.13	\$61.93	\$1.76
\$32,500	\$40.80	\$50.91	\$50.91	\$51.68	\$53.20	\$56.63	\$58.35	\$58.35	\$59.11	\$1.68
\$38,500	\$39.83	\$49.70	\$49.70	\$50.44	\$51.93	\$55.27	\$56.96	\$56.96	\$57.69	\$1.64
\$46,500	\$38.85	\$48.48	\$48.48	\$49.50	\$50.66	\$53.92	\$55.56	\$55.56	\$56.29	\$1.60
\$55,500	\$37.87	\$47.26	\$47.26	\$47.97	\$49.38	\$52.57	\$54.17	\$54.17	\$54.88	\$1.56
\$66,500	\$36.90	\$46.05	\$46.05	\$46.74	\$48.12	\$51.22	\$52.78	\$52.78	\$53.47	\$1.52
\$80,000	\$35.93	\$44.83	\$44.83	\$45.51	\$46.84	\$49.86	\$51.69	\$51.69	\$52.05	\$1.48
\$95,500	\$34.97	\$53.92	\$53.92	\$44.27	\$45.58	\$48.51	\$50.00	\$50.00	\$50.65	\$1.43
\$115,000	\$33.99	\$42.39	\$42.39	\$43.04	\$44.30	\$47.16	\$48.59	\$48.59	\$49.23	\$1.39
\$138,500	\$33.01	\$41.19	\$41.19	\$41.80	\$43.04	\$45.81	\$47.19	\$47.19	\$47.82	\$1.36
\$165,500	\$32.04	\$39.96	\$39.96	\$40.56	\$41.77	\$44.47	\$45.80	\$45.80	\$46.40	\$1.32
\$198,500	\$31.06	\$38.76	\$38.76	\$39.34	\$40.49	\$43.11	\$44.41	\$44.41	\$45.00	\$1.28
\$238,500	\$30.09	\$37.53	\$37.53	\$38.10	\$39.22	\$41.76	\$43.02	\$43.02	\$43.59	\$1.25