



Published Daily & Sunday

Mailing Address: P.O. Box 491 • Lubbock, TX 79408

Shipping Address: 710 Avenue J • Lubbock, TX 79401

Phone: (806) 766-8616, (800) 692-4021

Fax (806) 765-5826

I. Personnel

Steve Beasley, Publisher (806) 766-8610 stephen.beasley@lubbockonline.com

Jeff Brown, VP Revenue Development (806) 766-8615 jeff.brown@lubbockonline.com

Shoni Wiseman, Retail Adv. Director (806) 766-8631 shoni.wiseman@lubbockonline.com

Robin Morse, Retail Adv. Manager (806) 766-8622 robin.morse@lubbockonline.com

II. Account Services and Terms of Payment

a. All bills are due upon receipt. Payment in advance is required unless advertiser has established credit, approved by MPG Account Services.

b. Receive your statements faster by enrolling in our free E-billing invoicing service.

III. General Rate Policy

a. Local retail rates apply to those accounts located in the immediate 16 county trade area. (Rates for national and classified are available upon request.)

b. Holiday editions (New Years Day, Memorial Day, Independence Day, Labor Day, Thanksgiving Day, Christmas Day) will be billed at the Sunday rate due to total subscriber delivery.

c. All rates listed are net, non-commissionable.

IV. Retail Advertising Rates

a. Six-column Format Rate

Local retail advertising per column inch rates

	Daily	Sunday
Open Rate	\$42.55	\$53.20

b. Legal display rate \$84.66 per column inch.

c. Annual Contract Rates

Retail advertisers can earn discounts from the open rates by contracting with The Lubbock Avalanche-Journal for bulk space to be used within one year. Per column inch.

	Daily	Sunday
150"-249"	\$40.00	\$50.49
250"-499"	\$38.12	\$47.71
500"-999"	\$36.40	\$45.85
1000"-1999"	\$34.69	\$44.02
2000"-3999"	\$33.79	\$42.26
4000"-5999"	\$32.13	\$40.53
6000"-8999"	\$30.75	\$38.71
9000" and up	\$29.50	\$37.05

LOCAL RETAIL ADVERTISING SOLUTIONS

d. Rate Packages & Discounts

Space Spot/Frequency Pkg

Rates per month

Inches	30 Days	90 Days	180 Days	360 Days
1	\$300.00	\$285.00	\$270.00	\$255.00
1.5	\$450.00	\$427.50	\$405.00	\$382.50
2	\$600.00	\$570.50	\$540.00	\$510.00
2.5	\$750.00	\$712.50	\$675.00	\$637.50
3	\$900.00	\$855.00	\$810.00	\$765.00
3.5	\$1,050.00	\$997.50	\$945.00	\$892.50
4	\$1,200.00	\$1,140.00	\$1,080.00	\$1,020.00
4.5	\$1,350.00	\$1,282.50	\$1,215.00	\$1,147.50
5	\$1,500.00	\$1,425.00	\$1,350.00	\$1,275.00

e. Special Rates for Repeat Advertising

Ads may be repeated (with no copy changes) on Monday or Tuesday at half-price if published within a 7-day period, and on Thursday and Saturday with a discount pick-up rate of 25%. One discounted ad for each full price ad.

f. Non Profit Rates

Non-profit rates available to non profit, non-revenue generating organizations with IRS form 501c-3.

g. Business and Industrial Review

Advertorial feature published each Monday. Sold on 26-week and annual contracts beginning in January and July at \$30.80 per inch. One copy change weekly. Includes lubbockonline.com.

h. Single-Sheet Insert Program

For information about Print Express, the A-J's targeted single-sheet program, call (806) 766-8631.

i. Dealer Listing or Multi-Signature Advertising with Local Distribution

Sold at \$42.55 per inch Daily and \$53.20 per inch Sunday.

j. AJ Express

Need to increase your reach in the marketplace in a cost effective way? Combine your advertising investment in The Avalanche-Journal with AJ Express. It's a news and entertainment weekly, delivered to non-subscribers. Rates upon request.

k. FrenshipToday.com

Published every Thursday and delivered to every household in the Frenship community with additional rack distribution. Separate Rate Card available upon request.

l. Sticky Notes

Front page "post it" note style billboard ads are available. For more information please call (806) 766-8631.

m. YES!

Now offering YES! publication. Publishes every Sunday in select zip codes. Distribution and rates available upon request, please call (806) 766-8631.

n. GO!

Increase your reach to an active audience in this weekly entertainment guide. Rates available upon request.

V. Color Rates (Minimum size 30 inches)

Black & 1 color	Black & 2 colors	Black & 3 colors
\$440.00	\$590.00	\$660.00

Contract rates available

VI. Preprint Insertion Rates

Please call for current preprint quantities (806) 766-8628; rate quotes available for page counts above 36 pages. Standard-sized pages count as two tabloid-sized pages. Please deliver 10 days prior to publication day to Lubbock Avalanche-Journal, 710 Avenue J, Lubbock, TX 79401.

			FULL CIRCULATION		LUBBOCK COUNTY		CITY ZONE	
FLEXI	TAB	STD	DAILY FLAT RATE	SUNDAY FLAT RATE	DAILY FLAT RATE	SUNDAY FLAT RATE	DAILY FLAT RATE	SUNDAY FLAT RATE
4	2		\$1,054	\$1,497	\$870	\$1,226	\$864	\$1,220
8	4	2	\$1,355	\$1,924	\$1,105	\$1,558	\$1,080	\$1,525
16	8	4	\$2,168	\$3,079	\$1,739	\$2,452	\$1,664	\$2,349
24	12	6	\$2,228	\$3,164	\$1,786	\$2,518	\$1,707	\$2,410
32	16	8	\$2,288	\$3,250	\$1,833	\$2,585	\$1,750	\$2,471
40	20	10	\$2,348	\$3,335	\$1,880	\$2,651	\$1,793	\$2,532
48	24	12	\$2,408	\$3,421	\$1,927	\$2,717	\$1,836	\$2,593
56	28	14	\$2,468	\$3,506	\$1,974	\$2,784	\$1,880	\$2,654
64	32	16	\$2,529	\$3,592	\$2,021	\$2,850	\$1,923	\$2,715
72	36	18	\$2,589	\$3,677	\$2,068	\$2,916	\$1,966	\$2,776

\$6.00 per thousand surcharge if extra handling is necessary. \$850 set up charge on preprints delivered past deadline. City, zip code and country truck route zoned editions available upon request. Weekly non-subscriber, publication preprint rates on separate rate card. Annual preprint frequency discounts available upon request.

VIII. Special Services

a. Advertising Layout

A staff of professional artists is available to assist the advertiser with ad production.

b. Ad Proofs

Electronic ad proofs are available to the customer by enrolling in our free E-proofing service.

c. Co-Op Advertising

Stretch your ad dollars. The A-J offers free co-op and vendor development assistance. Contact (806) 766-8631.

d. Tearsheets

Electronic tearsheets are available to the customer by enrolling in our free E-tearsheet service.

e. Technical Requirements

Acceptable Media: DVD, CD-R or FTP site transmission of PDF file.

Contact your sales representative or call (806)766-8631 for FTP site information

Rush Charge: \$75 per hour (normal turnaround time is 24 hours); any job needed earlier, is subject to this late fee. All newspaper screens will be done at 85 line screen.

After Proof Charges: Excessive changes on proofs \$46 per hour.

VIII. Special Days/Pages/Features

TV Magazine-Saturday; Special Entertainment Section-Friday; Business-Sunday; Business & Industrial Review-Monday; Local News-Daily; Real Estate-Saturday; Special Section Calendar available upon request.

IX. ROP Depth Requirement

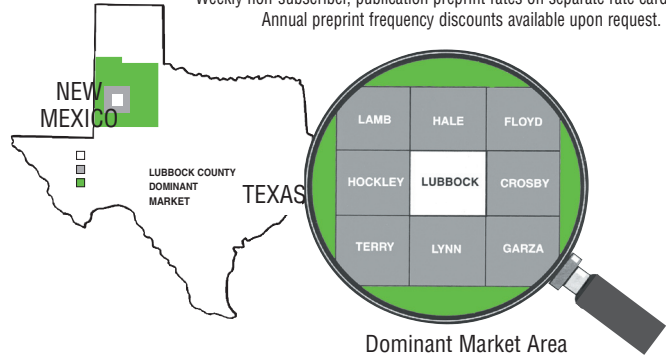
Ads two columns by one inch and ads two columns by one and one-half inches deep are charged at regular rate. All other ads wider in column width than depth will be charged at 25% premium. Ads exceeding 19 inches in depth will be charged at full-depth rate (21.25"). All ads less than a full page require a border.

X. Copy and Contract Regulations

Open ROP rates are non-contract. Position request will be honored when possible; however, no credit or make good will be issued based on position. Guaranteed section available at a 25% premium. The publisher will not be responsible for purely typographical errors or misprints beyond cancellation of the error in any advertisement for more than the cost of the ad. Any taxation on advertising will be paid by the advertiser. Publisher has right of refusal. No credit or make good when ad does not run.

XI. Deadlines Cancellation of advertising past deadline: 50% of cost of ad.

Publication	Deadline
Monday	4:30pm Friday
Tuesday	4:30pm Friday
Wednesday	4:30pm Monday
Thursday	4:30pm Tuesday
Friday	4:30pm Wednesday
Friday "GO" Entertainment	4:30pm Monday
Saturday	4:30pm Thursday
Sunday Main, Business & Sports	4:30pm Thursday
Sunday Life & Local	4:30pm Wednesday
Saturday TV Magazine	14 days in advance prior to publication
YES!	4:30pm Thursday 11 days prior to



publication

XII. Mechanical Measurements

Printing method-Offset; Preparation method-Photoset; Measurements: Page Width-6col., 11.625 inches; Page Depth-21.25 inches.

XIII. Classified Rates

Separate rate card.

XIV. Comics/SPADEA

Rates upon request.

XV. Lubbockonline.com

The premier web site for Lubbock and West Texas, LubbockOnline.com is the online edition of the A-J plus late-breaking news and special content. Our network of sites include Jobs.lubbockonline.com, Autos.lubbockonline.com, LoneStarVarsity.com, RedRaiders.com

Advertising opportunities range from banner advertising to sponsorships and dynamic e-commercials. Our staff of online experts know the latest Internet trends and can find the right product for your advertising message. For more information, call our sales consultants at (806) 766-8631 or email sales@lubbockonline.com. Check our site at <http://lubbockonline.com>.

XVI. iPad/Mobile Reach an affluent and educated audience with advertising available on our iPad app, Mobile app, and mobile website. Rates available upon request.

XVII. TV Magazine Rates upon request; contracts available.

Located in the heart of the vast Texas and New Mexico South Plains, Lubbock offers a rich history, a dynamic economy, and a unique culture. A thriving city of over 230,000 people, Lubbock, Texas serves as the region's commercial, educational, medical and cultural center. It offers big city amenities, but still maintains an atmosphere of small-town hospitality and West Texas charm. Lubbock is the economic center of a 16-county region that has a population of over 500,000. The strong diverse economy is based on agriculture, manufacturing, wholesale and retail trade and services, as well as government, education and health care. With low taxes and a local administration committed to making the city an attractive location for companies and their workers, Lubbock is definitely a business-friendly community. For specialized demographic profiles, please contact your account representative.

Preprint Specifications and Requirements

AJ Media

The following guidelines are applicable to all free-standing inserts ("FSI"). In order to achieve the best insertions possible, all of these conditions must be followed.

Machine Insert Size Restrictions:

- Minimum Size: 8 ½" X 5 ½"
- Maximum Size: 11" X 10.5"

The longest/widest side of the insert should be the leading edge (the folded or bound side of the insert). This side is used to determine compliance with the maximum size restriction. FSIs not meeting these specifications cannot be accepted for machine insertion. Additional charges for distribution may apply and costs vary.

Stock Specifications:

- Minimum Thickness: 0.007" (7/1000) - 80lb offset or 100lb gloss cover stock are recommended
- Maximum Thickness: 1/4 inch

Minimum thickness is for single sheets, cards and envelopes. Standard broadsheet inserts printed on 30lb newsprint must be a minimum of 8 pages. Newsprint inserts of less than 8 pages may require quarter-folding for insertion to develop a thickness of .006 min. Standard tabloid page inserts printed on 30lb stock must also be a minimum of 8 pages.

Out of Spec Inserts:

FSIs with the following characteristics may pose problems for machine insertion. Please check with your sales representative to arrange to test these inserts for production compatibility and packaging approval before placing an insertion order. Some out of spec inserts may be accepted and hand inserted for an additional cost.

- Non-rectangular, tri-fold, or die-cut, special shape inserts. Accordion folds cannot be accommodated.
- Inserts of inconsistent thickness (non-uniform thickness or a lump in an insert, pre-stuffed inserts).
- Inserts that stick together and do not separate consistently.
- Inserts that are glued, stapled, stitched, perforated or perfect bound.
- Inserts that contain objects (such as keys, coins, cd's, etc.) attached to any page.
- Sachets containing scented objects, liquids or shampoos.
- Poly-bags, paper-bags or product samples.

Preprint Insert Policy

We appreciate your business and strive to deliver the best service possible. Free standing inserts ("FSI") rates are not based solely on circulation or distribution. We cannot guaranty the amount of daily or Sunday newspapers sold or distributed. The following policies are applicable to the inclusion of free-standing inserts ("FSI") in our newspaper and related publications:

- FSIs are billed for quantities ordered and inserted. Distribution quantities are forecasted based upon available information. Actual deliveries are subject to change due to fluctuations in subscribers and single copy sales.
- For all insertion orders, the advertiser must indicate in the insertion order how excess inserts or shortages are to be addressed.

Excess

- If no instructions are provided for excess inserts, at our discretion, we will: (i) insert the excess in adjacent zoned areas, (ii) insert the excess in other products to completely fulfill the order. Any excess after this will be destroyed.

Shortages

- If no instructions are provided for shortages, we will insert what is available without regard for zoned areas covered. If instructed, we will endeavor to cover specific zones first.

Out of Spec Inserts

- FSIs not meeting the specifications set forth in our preprint specifications and requirements policy may pose problems for machine insertion. If accepted every attempt will be made to fulfill the order and the advertiser will be billed for ordered and inserted amount. Certain types of out of spec inserts may be accepted and hand inserted for an additional cost. Please check with your sales representative before placing the order.

- In no event shall we be liable for printing, delivery or other preprint production costs incurred by the advertiser. Further, we are not liable for any consequential damages, such as lost revenue, lost profits or similar damages.