

MOVIE RATE CARD

EFFECTIVE: JANUARY 1, 2008, FOR MOVIE PRODUCERS

City & Suburban and Full Run Circulation

MOVIE ADVERTISING RATES

PRODUCERS

RPM*

For Movie Producers and Distributors

Format: 6 columns.

Rates are commissionable to recognized advertising agencies.

6 Column Inch Rates			
		Daily	Sunday
Open Rate		\$489	\$612
Single Unit Discount Rates			
05-24 Inches	RPM*	\$378	\$513
25-69 Inches	RPMT*	360	489
70 Inches or more	RPMS*	341	462

Page Rates		
	Daily	Sunday
Broadsheet	\$36,191	\$49,153
Broadsheet Double Truck	77,447	102,404

* Rates available in Friday section.

COLOR

Movie color units will be acceptable in full pages or units.

Movie color units are available everywhere including "Friday" Movie Section and Sunday Arts Movie Section.

Movie color premium charge is agency commissionable for Movie Producers and Distributors.

All rates are subject to availability and prior commitments. Color must be cleared in advance.

Color Units will be accepted in full pages and unit sizes, based on prior reservations and availabilities.

REGULAR SECTIONS

Color premium added to earned Black and White rates. Color premium charge is agency commissionable.

	Daily	Sunday
**Color	\$5,562	\$6,393

For Tab Double Truck Color Unit: use above Color premium.

Double Truck Color Units: twice the above premium.

** Color reservation for Friday, 12 Noon Tuesday.

MOVIE DEADLINES

Day	Space	Copy
Monday Tempo	Noon-Friday	5 P.M. Friday
Tuesday Tempo	Noon-Friday	5 P.M. Friday
Wednesday Tempo	Noon-Monday	5 P.M. Monday
Thursday Tempo	5 P.M. Monday	5 P.M. Tuesday
Friday (Estimates)	Noon-Tuesday	
Friday (Final Size)	Noon-Wednesday	6 P.M. Wednesday
Saturday Tempo	Noon-Thursday	5 P.M. Thursday
Sunday Arts	5 P.M. Thursday	12 Noon Friday

Check with your Sales Representative for advance deadlines on Holiday issues.

Color reservation for Friday—12 Noon Tuesday.

DIGITAL/ELECTRONIC DEADLINES

PDF File Format: follow system-ready deadlines.

Any other electronic format: due 24 hours prior to system ready deadlines. The Chicago Tribune reserves the right to substitute fonts when not included with file.

Call for specifications and acceptable formats.

If a proof of the advertisement is requested, material must be submitted 48 hours in advance of Complete Material Closing Schedule.

Double truck: Final approved copy complete with screened velox prints must be received 24 hours in advance of above closing times. All orders are non-cancelable after deadline.

MECHANICAL REQUIREMENTS

STANDARD SIZE SECTIONS

All advertising billed by column inches as ordered (width in columns by depth in inches). Available in 1/4 inch increments.

STANDARD SIZE PAGES

Standard pages will be prepared to 10.875" x 21"—6 columns per page. Double trucks including gutter will be prepared at max of 23" x 21". Gutters charged as 1/2 column.

COLUMN WIDTHS FOR OFFSET MAKE-UP

No. Columns	Ad Sizes In Inches
1	1.69"
2	3.558"
3	5.388"
4	7.217"
5	9.046"
6	10.875"
7	-
8	-
9	-
10	-
Standard Double	22.75"
Page Depth	21"

PRINTING MATERIAL

Photocomposition ads having a combination of illustrations and type can be processed without incurring an additional charge provided the illustrations, etc. furnished are actual size, good quality and contrast for pasting in position. Screening for broadsheet sections should be at 100 lines per inch. Minimum highlight dot size is 2%.

For more information, contact your Chicago Tribune Representative or call 312-222-3861

Chicago Tribune Media Group

