

MOVIE SECTION RATE CARD



EFFECTIVE: JANUARY 1, 2008, FOR MOVIE THEATER ADVERTISING

City & Suburban and Full Run Circulation

MOVIE ADVERTISING RATES

EXHIBITORS ROP

RMO*

Format: 6 columns. | Non-commissionable.

	6 Column Inch Rates	
	Daily	Sunday
Open Rate	\$314	\$394

Monthly Frequency

Rates applicable to the advertising of daily times and features of movie theatres. Ads including producer/distributor artwork will be billed at the producers' commissionable rates.

12 Issues	\$251	\$338
Every Day	228	310

Single Unit Discount Rates

25-69 Inches	RMOT*	\$227	\$310
70 Inches or more	RMOS*	200	269

	Daily	Sunday
Page Rates		
Broadsheet	\$24,862	\$33,854
Tabloid pages	12,431	

ROP ADD-ON RATES

RMOI

Any ad running within the movie pages may be repeated in any ROP section of the newspaper, with or without the theater trolley, on the same day at the following rates.

	Daily	Sunday
Inch rate, less than page	\$ 94	\$ 128
Broadsheet page	10,326	13,814
Tabloid page	5,163	

Also available in 1/4 inch increments to accommodate theatre listings.

MOVIE DIRECTORY

RMO*

For individual exhibitors

Format: 6 columns | Non-commissionable.

Available in 1/4 inch increments.

	Column Inch Rates	
	Daily	Sunday
Open Rate	\$178	\$221
Monthly Frequency		
12 Issues	\$149	\$203
Every Day	125	173

DISPLAY ADVERTISING

For individual theatre ads featuring studio art

	\$154	\$210
--	-------	-------

Minimum size on 1 column is 1/4 inch. Maximum size ad is 5".

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.

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

	Daily	Sunday
Color	\$4,727	\$5,434

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

Double Truck Color Units: twice the above premium.

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"
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, call 312-222-3861

Chicago Tribune Media Group