

# BONUS Package

**Bonus Package** is a full-color, magazine-style publication inserted twelve times a year in the *Sunday Columbus Dispatch*. This value-packed coupon publication will reach 756,127 potential customers in greater Columbus and central Ohio.

Source: Scarborough Research 2005 Release 1

**Circulation: 369,851 subscribers**



	Open	2 - 4x	5 - 8x	9 - 10x	11-12x
Full Page	\$4,215	\$3,800	\$3,525	\$3,250	\$2,975
Half Page	\$2,320	\$2,099	\$1,895	\$1,715	\$1,550
Third Page	\$1,449	\$1,320	\$1,190	\$1,135	\$1,035
Quarter Page	\$805	\$775	\$750	\$725	\$700
Sixth Page	\$730	\$679	\$600	\$580	\$495

## PREMIUM POSITIONS

Back cover - 15% premium  
 Inside covers - 7.5% premium  
 Page 3 - 5% premium

## DIMENSIONS

Full page: 7½" wide x 9¾" deep  
 1/2 page: 7½" wide x 4⅝" deep  
 1/3 page: 7½" wide x 3" deep  
 1/4 page: 3⅝" wide x 4⅝" deep  
 1/6 page: 3⅝" wide x 3" deep

2006 Bonus Package Publication Dates	Close Dates	Materials Due	Final Corrections
Sunday, January 22	Fri. Dec. 16	Mon. Dec. 19	Tues. Dec. 27
Sunday, February 19	Fri. Jan. 13	Mon. Jan. 16	Tues. Jan. 24
Sunday, March 19	Fri. Feb. 10	Mon. Feb. 13	Tues. Feb. 21
Sunday, April 16	Fri. Mar. 10	Mon. Mar. 13	Tues. Mar. 21
Sunday, May 14	Fri. Apr. 7	Mon. Apr. 10	Tues. Apr. 18
Sunday, June 11	Fri. May 5	Mon. May 8	Tues. May 16
Sunday, July 9	Fri. June 2	Mon. June 5	Tues. June 13
Sunday, August 20	Fri. July 14	Mon. July 17	Tues. July 25
Sunday, September 17	Fri. Aug. 11	Mon. Aug. 14	Tues. Aug. 22
Sunday, October 15	Fri. Sept. 8	Mon. Sept. 11	Tues. Sept. 19
Sunday, November 12	Fri. Oct. 6	Mon. Oct. 9	Tues. Oct. 17
Sunday, December 10	Fri. Nov. 3	Mon. Nov. 6	Tues. Nov. 14

# 2006 BONUS PACKAGE

- **Creative Services**  
Available to design and create effective, result-producing advertisements.
- **Photography**  
Available to take color and black and white photos, on location or in our studio. Call your representative for details.
- **Co-op Advertising**  
Find, use and collect your co-op funds. Call your account executive for details.
- **Market Research**  
Information is available upon request. Call our research manager, (614) 461-5281.

For more information, contact your advertising account executive, or call one of the numbers below.

(614) 461-5500  
 Fax: (614) 469-6087

Mailing and Shipping Address:  
 5300 Crosswind Drive  
 Columbus, OH 43228

Produced and distributed by

**The Columbus Dispatch**  
 dispatch.com



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