

**The Preprint Jacket is the wrap used for preprints.**

It provides all of the layout opportunities and impact of a full page or of multiple pages, including full-color options at a fraction of the cost.

**Sunday/Thanksgiving/Christmas Day**

\$11,935 | page, 4 color

**Daily**

1 page \$5,800

**Sunday Frequency Rates**

Contract Size	6-12x	13-21x	22+x
1 Page	11,310	10,845	10,235
2 Pages	16,815	16,120	15,215
4 Pages	30,960	29,905	28,145

**Daily Frequency Rates**

6-12x	13-21x	22+x
5,200	4,910	4,625

All rates include full color. Prices apply to a distribution quantity of 185,000 minimum.

Publishing Day	Ad Materials Due (prior to publication)	Print Dates* (prior to publication)
Sunday	Monday, 13 days prior	Thursday, 10 days prior
Wednesday	Friday, 12 days prior	Wednesday, 7 days prior
Thursday	Monday, 10 days prior	Thursday, 7 days prior
Friday	Monday, 11 days prior	Thursday, 8 days prior
Saturday	Tuesday, 11 days prior	Thursday, 8 days prior

**MECHANICAL**

Full page  
11<sup>5</sup>/<sub>8</sub>" wide x 20<sup>3</sup>/<sub>4</sub>" deep

Double truck  
24<sup>1</sup>/<sub>8</sub>" wide x 20<sup>3</sup>/<sub>4</sub>" deep

\*Note: Due to the holiday schedules, deadlines subject to change.



2006  
PREPRINT  
JACKETS

**AVAILABILITY**

Preprint Jackets are sold on an as-needed basis. Publication dates cannot be guaranteed. Requests for specific dates are accepted and advertisers will be notified as those dates become available. Advertisers should note that scheduled Preprint Jackets dates may be cancelled due to changes in our packaging requirements.

