

Total Market Coverage

Enjoy the unbeatable exposure of our market's best-read newspaper as well as the nation's best-read weekly coupon package.

The current economic climate has given even the most active, affluent shoppers pause. A full 91 percent of consumers will change their buying behavior in 2008, and of those, 70 percent say that advertising specials will be more important to make their shopping experience more enjoyable. Now more than ever, it is crucial to get your products, services and special offers in the hands of your potential clients.

Valassis' RedPlum direct mail package is inserted in the Camera and mailed to all occupied, non-subscribing households in Boulder County.

The RedPlum direct mail package is a great product.

- RedPlum is an established brand with a loyal following: 72 percent of all U.S. households look at the RedPlum direct mail package every week.
- RedPlum offers 100 percent penetration and is delivered to all occupied households in either inside the paper or via mail.

Whether you want to target a specific zip code or blanket the market with your message, the RedPlum direct mail package is the ideal vehicle. It's cost-effective, delivering thousands of impressions for just pennies apiece. It's high-impact, putting your information directly in the hands of your potential customers. And it's easy, giving you instantaneous access to nearly 100,000 Boulder County households every week.



Local Knowledge. Total Coverage.

Call your advertising consultant today at 303.473.1400.

Camera/Red Plum Specs

Distribution:

Wednesdays in home delivered copies of the Camera and in mailed copies of Red Plum.

Scheduling Deadline:

Printed Inserts Provided: 15 days prior to the Wednesday delivery.

Design and Printing Needed: 17 days prior to the Wednesday delivery.

Inserts Delivery Deadline:

Inserts must be delivered by noon Monday, 10 days prior to insertion.

Deliveries are accepted 7 a.m. to 4 p.m. Monday through Friday.

Late-arriving preprints are subject to surcharge.

Delivery Instructions:

Inserting into:
Wednesday Camera AND
Wednesday Red Plum

Send all inserts to:
Red Plum/Valassis
14401 E. 33rd Place
Aurora, CO 80013

Inserting into:
Another weekday of the Camera
and Wednesday Red Plum

Send Red Plum copies to:
Red Plum/Valassis
14401 E. 33rd Place
Aurora, CO 80013

and copies for Daily Camera to:
Denver Newspaper Agency
5990 N. Washington St.
Denver, CO 80216

Inserting into:
the Broomfield Enterprise

Send Enterprise inserts to:
Denver Newspaper Agency
5990 N. Washington St.
Denver, CO 80216

Inserting into the Colorado Daily
Send Colorado Daily inserts to:
Denver Newspaper Agency
570 W. 53rd Place
Denver, CO 80216

Insert Specifications:

Ask for your sales consultant for a complete list of specifications. Items not meeting the following criteria are subject to a \$2 per thousand upcharge.

Single Sheet

Min. Width = 3.5" Max. Width = 10"
Min. Length = 4-3/4" Max. Length = 12"
Min. Weight = 45#

Multiple Page Product

Min. Width = 4" Max. Width = 11"
Min. Length = 6" Max. Length = 12.5"
Min. Weight = 27#

Zones & Insert Quantities – effective thru June 2009

Full saturation, Wednesdays in the Camera and Red Plum in the mail. Target the Broomfield market with insertion into the Thursday or Sunday Enterprise and target Boulder's CU student and 18-to-34-year-old population with an insert in the Colorado Daily.

Zip	Wednesday			Broomfield Enterprise	Colorado Daily
	Home Delivery	Red Plum	Total		
Zone 1 N.E. Boulder/80301	3,742	7,304	11,046		9,000
Zone 2 Boulder/80302	2,755	9,798	12,553		Mon-Thurs
Zone 3 S.E. Boulder/80303	3,542	8,104	11,646		
Zone 4 N.W. Boulder/80304	4,108	7,338	11,446		9,500
Zone 5 S.W. Boulder/80305	2,709	4,759	7,468		Fridays
Zone 6 Broomfield/80020-80023				20,000	
Zone 7 Lafayette/80026	2,529	8,773	11,303		
Erie/80516	955	6,699	7,653		
Zone 9 W. Longmont/80503	1,724	11,408	13,132		
Zone 10 Louisville/Superior, 80027	3,453	9,782	13,235		
TOTAL	25,517	73,965	99,482		

Distribution includes spoilage.

Print Rates

Rates are per thousand and subject to change based on current paper market rates (regardless of contract).

Single Sheet, 60# offset, 8.5" x 11", no bleed

	four-color one side	four-color both sides
up to 10,000	\$38.82	\$51.76
10,001 to 15,000	32.45	42.45
15,001 to 20,000	27.82	34.95
20,001 to 25,000	25.78	31.41
25,001 to 30,000	23.78	28.34
30,001 to 40,000	21.94	25.31
40,001 to 50,000	20.78	23.42
50,001 to 75,000	19.40	21.12
75,001 to 100,000	18.40	19.66
Weight	.2 oz	.2 oz

Two-page broadsheet/four-page tab

Color = four-color both sides
page flat = 12" x 22"

	27# newsprint quarterfolded	36# hi-brite
up to 10,000	\$56.80	\$54.80
10,001 to 15,000	43.91	42.13
15,001 to 20,000	37.47	35.80
20,001 to 25,000	33.65	32.05
25,001 to 30,000	31.07	29.51
30,001 to 40,000	27.87	26.37
40,001 to 50,000	25.95	24.48
50,001 to 75,000	23.38	21.96
75,001 to 100,000	22.09	20.69
Weight	.3 oz	.4 oz

Four-page broadsheet/eight-page tab quarterfolded

Color = four-color both sides
page flat = 12" x 22"

	27# newsprint	36# hi-brite
up to 10,000	\$65.87	\$76.80
10,001 to 15,000	51.11	61.16
15,001 to 20,000	43.73	53.27
20,001 to 25,000	39.31	48.59
25,001 to 30,000	36.36	45.42
30,001 to 40,000	32.63	41.50
40,001 to 50,000	30.43	39.15
50,001 to 75,000	27.47	36.00
75,001 to 100,000	26.00	34.44
Weight	.6 oz	.8 oz

Insert Rates

Non-Subscriber Mailed Copies

Rates are per thousand and subject to change based on USPS postal rate increases.

Weight Range (oz.)	CPM
0 to 0.25	\$28.36
0.26 to 0.30	32.47
0.31 to 0.35	39.31
0.36 to 0.40	42.04
0.41 to 0.45	44.79
0.46 to 0.50	47.52
0.51 to 0.55	50.25
0.56 to 0.60	53.00
0.61 to 0.65	55.74
0.66 to 0.70	58.46
0.71 to 0.75	61.20
0.76 to 0.80	63.95
0.81 to 0.85	66.67
0.86 to 0.90	69.41
0.91 to 0.95	72.15
0.96 to 1	74.89

Newspaper Delivery

Rates are per thousand for insertion into the Daily Camera, Colorado Daily and Broomfield Enterprise.

Annual Frequency	Single Sheet	4-page tab	8-page tab
1-5	\$33.00	\$54.00	\$55.00
6-11	30.00	51.00	52.00
12-23	30.00	49.00	50.00
24-35	30.00	47.00	48.00
36-47	30.00	46.00	47.00
48-71	30.00	45.00	46.00

Calculator

Use the following calculator to help build your total market coverage strategy.

Printing (if applicable)

Print CPM \$ _____ x Inserts needed _____ = Print expense \$ _____

Delivery, Mailed Inserts

Insert weight = _____, therefore, insert CPM = \$ _____
then
 Number of mailed inserts _____ x weight insertion CPM \$ _____
 = Expense for mailed insertions \$ _____

Delivery, Newspaper Inserts

Insert type = _____, therefore, insert CPM = \$ _____
then
 Number of inserts in the paper _____ x newspaper insertion CPM \$ _____
 = Expense for newspaper insertions \$ _____

Printing = \$ _____
 + Delivery Mailed Copies = \$ _____
 + Delivery, Newspaper Inserts = \$ _____
 Total Investment \$ _____

Camera/Red Plum Standard Deadlines

Please see page two for more information.

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	Scheduling & Materials Deadline Design and Printing Needed		Scheduling Deadline, Inserts Provided by Client			
	For Client Provided Inserts: Deadline for Delivering Printed Inserts to ADVO Facility					
			Wednesday Delivery via Mail and Insertion in the Camera			

For the following holidays, please add 48 hours to the standard published deadlines.

2009

Week of Jan. 19, MLK Jr. Day
 Week of May 25, Memorial Day
 WWeek of July 6, Fourth of July

Week of Sept. 7, Labor Day
 Week of Nov. 23, Thanksgiving
 Week of Dec. 21, Christmas