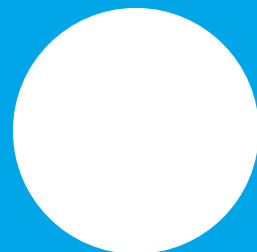


# 2012 advertising rate card

EFFECTIVE 09.14.12



**USA  
TODAY™**  
A GANNETT COMPANY

## USA TODAY CIRCULATION

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### NATIONAL CIRCULATION\*

Monday-Thursday

Friday Weekend Edition

### AVG DAILY

1,728,413

1,981,016

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## NATIONAL CIRCULATION RATES

	MON - THUR		FRI	MON - THUR		FRI
Ad Size	Color	Color		B&W	B&W	
Spread	\$398,000	\$485,200		\$251,200	\$306,600	
1/2 Spread	\$259,000	\$316,000		\$163,000	\$199,200	
Full Page	\$199,000	\$242,600		\$125,600	\$153,300	
2/3 Page	\$159,300	\$194,400		\$100,300	\$122,300	
1/2 Page	\$129,500	\$158,000		\$81,500	\$99,600	
1/3 Page	\$100,100	\$122,100		\$63,100	\$76,900	
1/4 Page	\$77,900	\$95,100		\$50,400	\$61,300	
1/6 Page	\$57,100	\$69,600		\$36,900	\$44,700	
1/8 Page	\$44,900	\$54,900		\$29,100	\$35,400	
1/16 Page	\$26,100	\$31,700		\$16,900	\$20,500	
Strip	\$57,400	\$70,000		\$37,400	\$45,600	

## REGIONAL CIRCULATION RATES

USA TODAY offers advertising in any combination of 24 print markets. Advertisements are available in full-page, half-page (tabloid or horizontal) and quarter-page sizes. Quarter-page ads are black & white only. Full-page and half-page ads may be black & white or color.

Advertisers buying a total circulation of at least 350,000 may select the week they want to run. Within that week, the advertiser provides USA TODAY with a three-date and three-section flexibility for each ad. Single print markets (or ad buys of less than 350,000 circulation) may also be purchased, based on availability. See page 11 for regional circulation information.

Advertisements are sold on a CPM basis applied to the total circulation purchased using Monday – Thursday or Friday circulation as appropriate.

**Please note that there is limited regional advertising space available. Check with your USA TODAY Sales Representative for additional scheduling information.**

Use the following rates when providing three-day AND three-section flexibility:

CIRCULATION		350,000 AND ABOVE		UNDER 350,000	
Ad Size	B&W CPM	Color CPM	B&W CPM	Color CPM	
Full Page	\$73.50	\$98.50	\$90.50	\$126.50	
1/2 Page	\$45.00	\$71.00	\$55.50	\$90.00	
1/4 Page	\$31.50	—	\$38.00	—	

Use the following rates to guarantee day or section – based on availability:

CIRCULATION		350,000 AND ABOVE		UNDER 350,000	
Ad Size	B&W CPM	Color CPM	B&W CPM	Color CPM	
Full Page	\$84.50	\$114.00	—	—	
1/2 Page	\$52.00	\$81.50	—	—	
1/4 Page	\$36.00	—	—	—	

## ADVERTISER-SUPPLIED INSERTS

Sold on a CPM basis applied to the total circulation purchased

NATIONAL			REGIONAL		
Size	CPM	CPM	Size	CPM	CPM
2 Pages	\$100.50	\$107.00	20 Pages	\$138.50	\$147.00
4 Pages	\$104.00	\$113.50	24 Pages	\$147.00	\$158.00
8 Pages	\$113.50	\$121.50	28 Pages	\$158.00	\$166.50
12 Pages	\$121.50	\$129.00	32 Pages	\$166.50	\$174.00
16 Pages	\$129.00	\$138.50	36 Pages	\$174.00	\$181.50

A net insert fee of \$40,000 for national inserts or \$24 CPM for regional inserts is added to the insert cost.

## COPY SPLITS

National and regional advertisers may use USA TODAY's 24 print markets to localize their messages with copy splits and dealer listings. The charges, which are non-commissionable and apply only to the first insertion, are:

- \$500 per split for color changes
- \$250 per split for black & white changes

There are no additional charges for repeated materials if there are no additional copy changes.

## DISCOUNTS

Discounts are based on a specific spending level commitment within an agreed upon term.

All spending within that term will receive the discount assigned to that spending level commitment.

If spending exceeds the commitment level during the term only that spending in excess of the original commitment level will receive a greater discount.

### SPENDING LEVEL COMMITMENT:

Open Rate Spending	Discount
\$250,000 – \$499,999	5%
\$500,000 – \$999,999	10%
\$1,000,000 – \$1,999,999	12%
\$2,000,000 – \$2,999,999	14%
\$3,000,000 – \$3,999,999	16%
\$4,000,000 – \$4,999,999	18%
\$5,000,000 – \$5,999,999	20%
\$6,000,000 – \$6,999,999	22%
\$7,000,000 – \$7,999,999	24%
\$8,000,000 +	26%

### FREQUENCY COMMITMENT:

Frequency	Discount
3x	2%
5x	4%
13x	6%
26x	8%
39x	10%
52x	12%

## SPACE RESERVATION DEADLINES

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### SPACE RESERVATIONS

- Closing date for black & white space reservations is noon (ET) two business days prior to publication.
- Closing date for color space reservations is noon (ET) five business days prior to publication. Cancellation of color advertising will not be accepted within the five business day close.

## MATERIAL DEADLINES

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### NATIONAL

- Black & white** 10:00 a.m. (ET), two business days prior to publication.
- Color** 10:00 a.m. (ET), four business days prior to publication.

### REGIONAL

- Black & white** 10:00 a.m. (ET) the Thursday prior to the "Week of Publication."
- Color** 10:00 a.m. (ET) the Tuesday prior to the "Week of Publication."

### COPY SPLITS

Color is due four days prior. Black & white is due two days prior.  
Advertising Operations should be notified of copy splits prior to material due date.

**Extensions and arrangements for delivery of materials outside of normal business hours must be confirmed in advance with Advertising Operations.**

## INSERTION/MATERIALS SHIPPING ADDRESS

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### ALL INSERTION ORDERS AND MATERIALS MUST BE SENT TO:

USA TODAY Advertising Operations  
7950 Jones Branch Drive, 2nd Floor  
McLean, VA 22108-0205

### ADVERTISING OPERATIONS PHONE:

703-854-5200

## MATERIAL SPECIFICATIONS

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Listed below are the basic material specifications for USA TODAY. A more comprehensive set of specifications can be found on our web site at **[onlinemediakit.usatoday.com](http://onlinemediakit.usatoday.com)**, or call 703-854-5200 for more information.

### BLACK & WHITE SPECIFICATIONS

- Formats** Only digital files accepted. Mac based formats required.
- Screen Ruling** USA TODAY runs an 85 line screen product.
- Tonal Ranges** Highlight, 5%-7%; Midtone, set to compensate for 30% dot gain; Shadow, 80%-85%. Greater than 85% will likely print solid.

### COLOR SPECIFICATIONS

- Formats** Only digital files accepted. Mac based formats required. One proof needed.
- Screen Ruling** USA TODAY runs an 85 line screen product.
- Tonal Ranges** Highlight, 5%-7%; Midtone, set to compensate for 30% dot gain; Shadow, 80%-85%. Greater than 85% will likely print solid.
- Max Density** Total maximum density of images and artwork should not exceed 240%.

### DELIVERY METHODS

USA TODAY accepts advertising material via our delivery portal (<http://etransfer.usatoday.com>) and AdSend.

## AD SIZES

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**SPREAD**



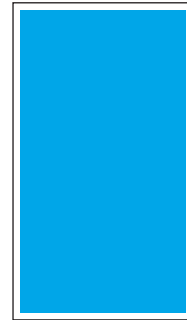
23 x 20.79

**HALF-SPREAD**



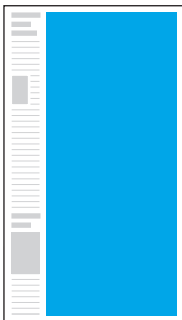
23 x 10.28

**FULL**



11 x 20.79

**4-COL  
VERTICAL**



8.77 x 20.79

**4-COL  
TWO-THIRD**



8.77 x 17.64

**5-COL  
TWO-THIRDS**



11 x 14.03

**3-COL  
VERTICAL**



6.54 x 20.79

**3-COL  
HALF**



6.54 x 17.64

**HORIZONTAL  
HALF**



11 x 10.28



AD SIZES

**2-COL  
VERTICAL**



4.31 x 20.79

**2-COL  
THIRD**



4.31 x 17.64

**HORIZONTAL  
THIRD**



11 x 6.81

**QUARTER**



5.43 x 10.28

**1-COL  
SIXTH**



2.08 x 17.64

**STRIP**



11 x 3.06

**1-COL  
EIGHTH**



2.08 x 14.03

**2-COL  
EIGHTH**



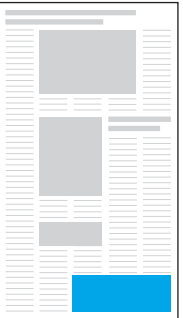
4.31 x 6.81

**1-COL  
SIXTEENTH**



2.08 x 6.81

**3-COL  
SIXTEENTH**



6.54 x 2.10

## AD SIZES

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**T-SPREAD**



18.54 x 14.03

**1, 2 & 3"  
COLOR BAR**



11 x 1.11  
11 x 2.1  
11 x 3.06

**JEWEL BOX**



4.31 x 5.83

**2"  
STATES BANNER**



11 x 2.03

**PENINSULA**



6.54 x 10.28

**FULL  
WINDOW**



5.43 x 2.5

**STANDARD  
WINDOW**



3.2 x 2.5

**FULL  
TECH  
WINDOW**



5.43 x 1.39

**STANDARD  
TRAVEL/TECH  
WINDOW**



3.2 x 1.39

# GENERAL ADVERTISING TERMS

## GENERAL INFORMATION

Member Audit Bureau of Circulations.

USA TODAY announces all changes in rates at least 30 days prior to such changes, and attempts to notify all active advertisers and agencies by mail.

All ads running in a given issue of USA TODAY do so at rates in effect at that time, regardless of previous rate quotations.

Contracts must be completed within one year of first insertion. Advertisers who do not fulfill the minimum required spending for the discount level applied during their contract year will be re-billed for all advertising run that year at a rate commensurate with the actual discount earned.

## SCHEDULING REQUIREMENTS

Rates quoted in this rate card are based on the advertiser providing the specified scheduling options required

## AGENCY COMMISSION

15% to recognized advertising agencies.

## REJECTION AND EDITING OF ADVERTISEMENTS

USA TODAY may, at its sole discretion, edit, classify, reject or cancel at any time any advertising submitted by advertiser.

## POSITIONING OF ADVERTISEMENTS

USA TODAY shall have full positioning latitude on all advertisements except those with specified franchise or guaranteed positions.

## LIABILITY FOR ERRORS

USA TODAY assumes no liability for any advertisement whether or not it is supplied camera-ready by the advertiser.

USA TODAY is not responsible for errors in key codes or box numbers. USA TODAY shall not be liable to advertiser for any loss that results from the incorrect publication, positioning or omission of its advertisements.

## PAYMENT

All rates provided by USA TODAY are based on payment by check or electronic funds transfer via the Automatic Clearing House Network (ACH).

Payment is due upon receipt of invoice. In the event that the advertiser fails to make timely payment, USA TODAY may immediately cancel all orders for advertising and advertiser shall indemnify USA TODAY for all expenses incurred in connection with the collection of amounts payable, including court cost and attorneys' fees.

## OWNERSHIP OF ADVERTISING COPY

All advertising copy that represents the creative effort of USA TODAY and/or the utilization of creativity, illustrations, labor, composition or material furnished by it is and remains the property of USA TODAY, including all rights of copyright therein.

Advertisers cannot authorize photographic or other reproductions, in whole or in part, of any such advertising copy for use in any other medium without the express written consent of USA TODAY.

## ADVERTISER AND AGENCY LIABILITY

USA TODAY reserves the right to hold advertiser and its advertising agency jointly and severally liable for such

monies as are due and payable to USA TODAY. Advertiser and its advertising agency shall indemnify USA TODAY from all damages, costs and expenses, of any nature whatsoever, including attorneys' fees, for which USA TODAY may become liable by reason of its publication of advertiser's advertising or provision of production services to advertiser.

## TAXES ON ADVERTISING

In the event that any international, federal, state or local taxes are imposed on the printing of advertising materials or on the sale of advertising space, such taxes shall be assumed and paid by the advertiser.

## CANCELLATIONS

The closing time for cancellations of black & white advertising is noon (ET), two business days prior to scheduled date of publication. Color cancellation is five business days prior.

Cancellations will not be accepted after closing.

Advertiser shall be responsible for any production or creative services rendered by USA TODAY, regardless of cancellation of ad.

## MISCELLANEOUS

Forwarding of an order is construed as an acceptance of all rates and conditions under which advertising space is sold at the time by USA TODAY and such order, when accepted by USA TODAY, shall constitute a contract. Failure to make any order correspond in price, or otherwise, with the rate card is regarded as a clerical error and publication is made and charged for upon the rates and terms of the rate card, without further notification.

Special clauses in insertion orders or contracts will not be accepted if relating to legal liability, circulation guarantees or positioning requests other than franchise advertisers or position guaranteed positions.

All contracts are conditional on strikes, fires, acts of God or the public enemy, war, or any cause not subject to the control of USA TODAY, excluding advertiser's failure and/or inability to perform.

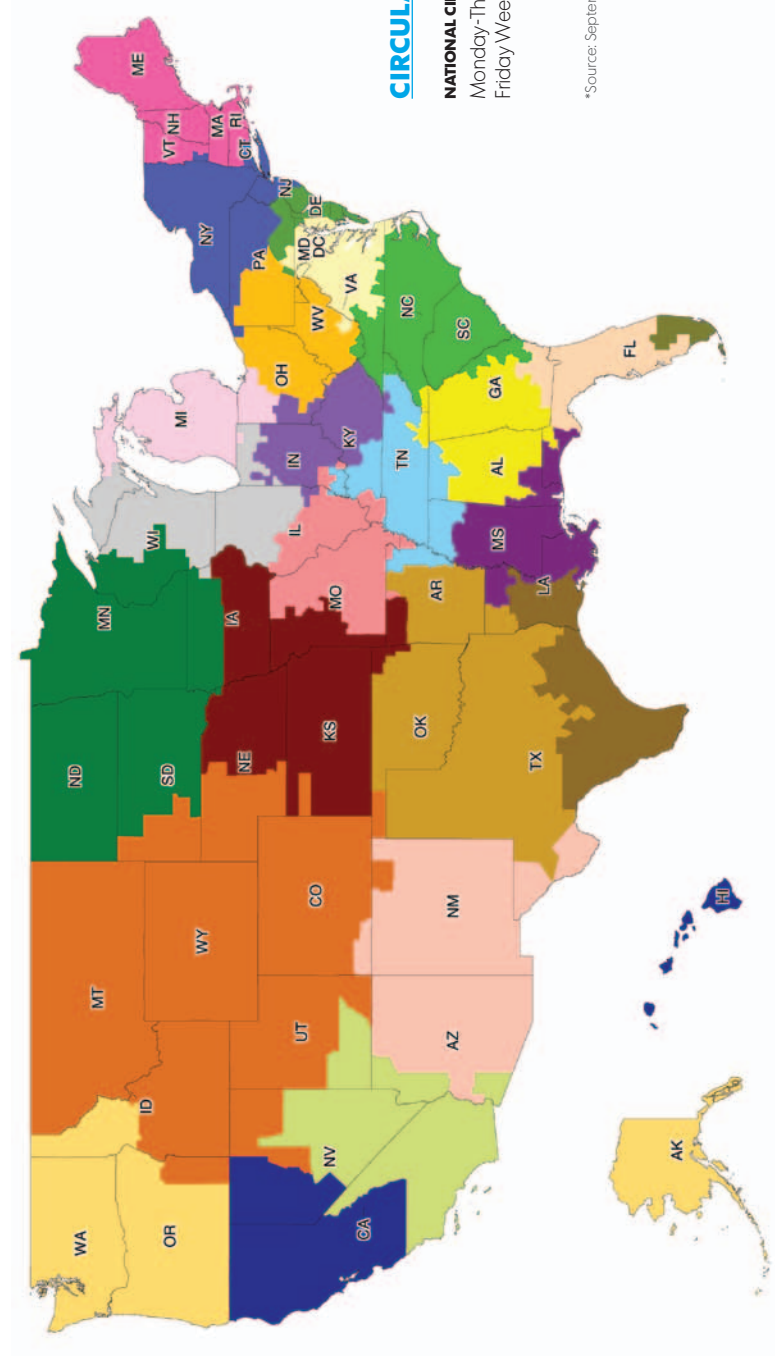
Ads cannot resemble news or front page format of USA TODAY.

The newspaper deals directly and individually with its advertisers and does not accept brokered advertising.

- USA TODAY provides electronic tearsheet and invoices. Unrestricted access to tearsheets is available the afternoon of publication; however, access to your organizations invoices (containing a link to associated tearsheet) is only available to your organization's designated individuals. To learn more about these 24/7 Web browser tools; please call our Finance team at 703.854.6407.

- It is the policy of USA TODAY that credits resulting from rate adjustments can be applied to outstanding balances or future advertising (no cash refunds). If the client refuses credits by not applying credits to outstanding balances or future advertising within one year from date issued, then this shall constitute the client's refusal of the credit. For further information about credits on account, contact your sales representative or the Finance Department at 703.854.6407.

# USA TODAY ADVERTISING PRINT MARKETS



## CIRCULATION

**NATIONAL CIRCULATION\***  
Monday-Thursday  
Friday Weekend Edition

**AVG DAILY CIRCULATION**  
1,728,413  
1,981,016

\*Source: September 2011 ABC Publisher's Statement

**Atlanta**  
Monday-Thursday: 72,072  
Friday: 81,108

**Boston**  
Monday-Thursday: 75,557  
Friday: 86,861

**Carolinas**  
Monday-Thursday: 110,447  
Friday: 128,395

**Chicago**  
Monday-Thursday: 92,608  
Friday: 108,049

**Cincinnati**  
Monday-Thursday: 58,395  
Friday: 66,587

**Dallas**  
Monday-Thursday: 74,406  
Friday: 83,038

**Denver**  
Monday-Thursday: 59,093  
Friday: 68,202

**Detroit**  
Monday-Thursday: 65,590  
Friday: 77,966

**Houston**  
Monday-Thursday: 66,266  
Friday: 74,175

**Kansas City**  
Monday-Thursday: 53,807  
Friday: 59,736

**Los Angeles**  
Monday-Thursday: 123,257  
Friday: 143,366

**Minneapolis**  
Monday-Thursday: 43,013  
Friday: 49,162

**Nashville**  
Monday-Thursday: 50,223  
Friday: 57,594

**New Orleans**  
Monday-Thursday: 42,984  
Friday: 49,301

**New York**  
Monday-Thursday: 138,081  
Friday: 159,276

**North Central Florida**  
Monday-Thursday: 103,132  
Friday: 117,313

**Philadelphia**  
Monday-Thursday: 50,066  
Friday: 57,694

**Phoenix**  
Monday-Thursday: 58,208  
Friday: 67,192

**Pittsburgh/Cleveland**  
Monday-Thursday: 90,005  
Friday: 105,199

**San Francisco**  
Monday-Thursday: 62,820  
Friday: 71,632

**Seattle**  
Monday-Thursday: 41,386  
Friday: 49,649

**South Florida**  
Monday-Thursday: 54,453  
Friday: 58,047

**St. Louis**  
Monday-Thursday: 39,863  
Friday: 45,855

**Washington/Baltimore**  
Monday-Thursday: 102,681  
Friday: 115,619

Note: Hawaii is part of San Francisco; Alaska is part of Seattle

## PUBLISHING HEADQUARTERS

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### USA TODAY HEADQUARTERS

7950 Jones Branch Drive  
McLean, VA 22108

Phone: 703.854.3400  
Fax: 703.854.2049

### ALL INSERTION ORDERS AND MATERIALS MUST BE SENT TO:

USA TODAY Advertising Operations  
7950 Jones Branch Drive, 2nd Floor  
McLean, VA 22108

Advertising Operations Phone:  
703.854.5200

**MARY MURCKO** President, National Sales, Gannett

**CRAIG ETHERIDGE** Vice President, Mobile Advertising Sales

**MAUREEN CONSAVAGE** Vice President, Advertising Sales

**MAUREEN DESMOND** Vice President, Advertising Sales

**CHRIS WILCOX** Vice President, Advertising Sales

## ADVERTISING SALES OFFICES

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### ATLANTA

One Monroe Place  
Atlanta, GA 30324  
Phone: 404.233.7870  
Fax: 404.233.4493

### DETROIT

6200 Metropolitan Parkway  
Sterling Heights, MI 48312  
Phone: 586.939.4580  
Fax: 586.939.4770

### WASHINGTON, DC

7950 Jones Branch Dr., 9th Floor  
McLean, VA 22108  
Phone: 703.854.5444  
Fax: 703.854.2049

### CHICAGO

225 N Michigan Ave., 16th Fl  
Chicago, IL 60601  
Phone: 312.670.0210  
Fax: 312.670.9962

### LOS ANGELES

10960 Wilshire Blvd., Suite 1000  
Los Angeles, CA 90024  
Phone: 310.444.2120  
Fax: 310.479.2550

### MARKETPLACE

7950 Jones Branch Dr., 9th Floor  
McLean, VA 22108  
Phone: 800.872.2527  
Fax: 703.854.2139

### DALLAS

2002 Academy Ln., Suite 130  
Dallas, TX 75234  
Phone: 972.484.0733  
Fax: 972.484.1013

### NEW YORK

535 Madison Ave., 29th Floor  
New York, NY 10022  
Phone: 212.715.5307  
Fax: 212.371.0241

### CANADA

468 Queen St. East, #300  
Toronto, ON M5A 1T7  
Phone: 416.363.1388 ext.228  
Fax: 416.363.2889

### SAN FRANCISCO

100 Pine St., Suite 250  
San Francisco, CA 94111  
Phone: 415.623.2600  
Fax: 415.623.2615