



# 2010 PRE-PRINTED INSERT PRICING

(530) 527-8139 • (530) 527-3870 Fax • P.O. Box 634 • Red Bluff, CA 96080

The Trader is utilizing a hybrid distribution system in order to give the customer the best coverage for the best price. We publish 19,000 copies monthly. Approximately 11,800 pieces are direct mailed to the 96080 zip code (Red Bluff) and another 7000± are distributed on traditional street stands in Tehama, Shasta and Glenn counties (see zip list in street stands only section below).

Insert customers can insert in just the direct mailed papers, select street stand cities, all street stand cities or all 19,000 copies (subject to \$150 minimum per edition).

## DIRECT MAILED ONLY

Approx. 11,800 96080 Households

	1x Rate	12x Rate
Single Sheet Flyer	\$799	\$699
4 Tab	\$1,059	\$899
Each add'l 4 tab	\$249	\$209

Prices are the total amount for the entire direct mail portion of our distribution. Quantities vary from month to month. Pricing is based on mailing a minimum of 11,700 per month.

## STREET STANDS ONLY

Approx. 7,000 copies

	1x Rate		12x Rate	
	Up to 4 tab	Add'l 4 tab	Up to 4 tab	Add'l 4 tab
Select Cities	\$45.00/M	\$10.00/M	\$38.00/M	\$8.50/M
All Cities	\$40.00/M	\$8.50/M	\$32.00/M	\$6.00/M

**ZIP LIST: SHASTA COUNTY** - Anderson (96007) 400 papers, Cottonwood (96022) 625 papers.  
**TEHAMA COUNTY** - Red Bluff (96080) 1825 papers, Corning (96021) 2900 papers, Los Molinos (96055) 650 papers, Dairyville (96080) 150 papers. **GLENN COUNTY** - Orland (95963) 600 papers.

Prices are per thousand papers inserted. Quantities in each city vary from month to month.

## ENTIRE EDITION

19,000 copies

	1x Rate	12x Rate
Single Sheet Flyer	\$999	\$899
4 Tab	\$1,299	\$1,099
Each add'l 4 tab	\$289	\$239

Please ship an additional 2% for spoilage.

**Inserts are to be shipped directly to the printer: Tehama Trader Publishing, C/O Gold Country Printing, 1030 High St., Auburn, CA 95603.**

**Inserts shipped to our office will have delivery charges added.**

## 2010 PUBLICATION DATES & DEADLINES

Distribution Date	Commitment from Customer	Inserts to Printer
June 25th.....	June 8th .....	June 11th
July 26th.....	July 2nd .....	July 9th
August 27th.....	August 3rd.....	August 10th
September 26th .....	September 3rd .....	September 10th
October 26th.....	October 4th.....	October 11th
November 18th.....	November 1st .....	November 8th
December 10th.....	November 17th.....	November 24th
December 23rd.....	December 3rd .....	December 10th