

## Graphics Specifications

- All Fonts Must be embedded (Note: True Type Fonts [PC font] do not always embed -If you are using True Type Fonts they must be converted to curves - so they will print correctly) .
- All Graphics MUST be EPS format
- All Colored Graphics must be CMYK Processed (The use of RGB or Pantone Colors will cause element to print Black & White).
- Avoid enlarging or reducing art more than 20% from original size.
- All Graphics should be scanned as EPS file formats 100% of desired size for ad.
- Line art should be scanned at a resolution of 300 dpi.
- Color or B/W half-tone (grayscale) scanned art at a resolution of 300 dpi.
- Line Screen is 85 lines - Hi-light area is 1%, and - shadows area at 85%.
- Dot Gain is 33% for Newsprint.
- CD/Disks - must include: All Fonts, All Graphics, and Original Document. Contact Person name and phone number, sales rep name, publication date and Ad size. 9-28-03 Electronic Spec P1.
- The Tribune-Review is currently accepting ads on the following storage media:
  - FTP Sites
  - CD-ROMs
- Ads can be accepted from agencies and individuals via:
  - AP AdSend
  - Fast Channel
  - Ad Direct
- Current Acceptable Applications:
  - Acrobat - PDF Files (\*Most Preferred Application)
  - Multi-Ad Creator
  - Quark Xpress
  - PhotoShop
  - Illustrator
  - Microsoft Word - Text Files
- NOT Acceptable Applications:
  - PageMaker
  - Microsoft Publisher
  - Microsoft Power Point
  - Paint

## Contact Us

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Tarentum, PA 15084

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**TRIB** | TOTAL  
MEDIA  
WWW.TRIBTOTALPRINTING.COM

## Print Advertising: Policies

The publisher reserves the right to edit, change or reject any advertising in total or in part. Whenever, in the judgment of the Tribune-Review, the credit of the client has been impaired, the Tribune-Review shall have the right to require cash with copy.

Liability for error shall not exceed the cost of the immediate space, and responsibility for an incorrect ad is limited to the first insertion. The publisher is not bound by any terms or conditions, printed or otherwise, appearing on order blanks, advertisers' forms or copy instructions when in conflict with terms and conditions on publisher's rate card or policies. Insertion orders or contracts containing liability disclaimers are not accepted.

Agencies are held responsible for payment of invoices for advertising placed by them, on their behalf or on the behalf of their clients. In lieu of agency liability, written communication must be provided by the advertiser assuming responsibility for payment.

## PRINT FACILITIES:

### NEWSWORKS

535 Keystone Drive  
Warrendale, PA 15086



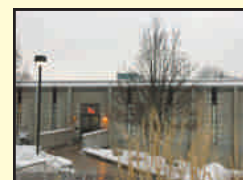
### DAILY NEWS

409 Walnut Street  
McKeesport, PA 15132



### GREENSBURG

622 Cabin Hill Drive  
Greensburg, PA 15601



### MONESSEN

19 Eastgate  
Monessen, PA 15062



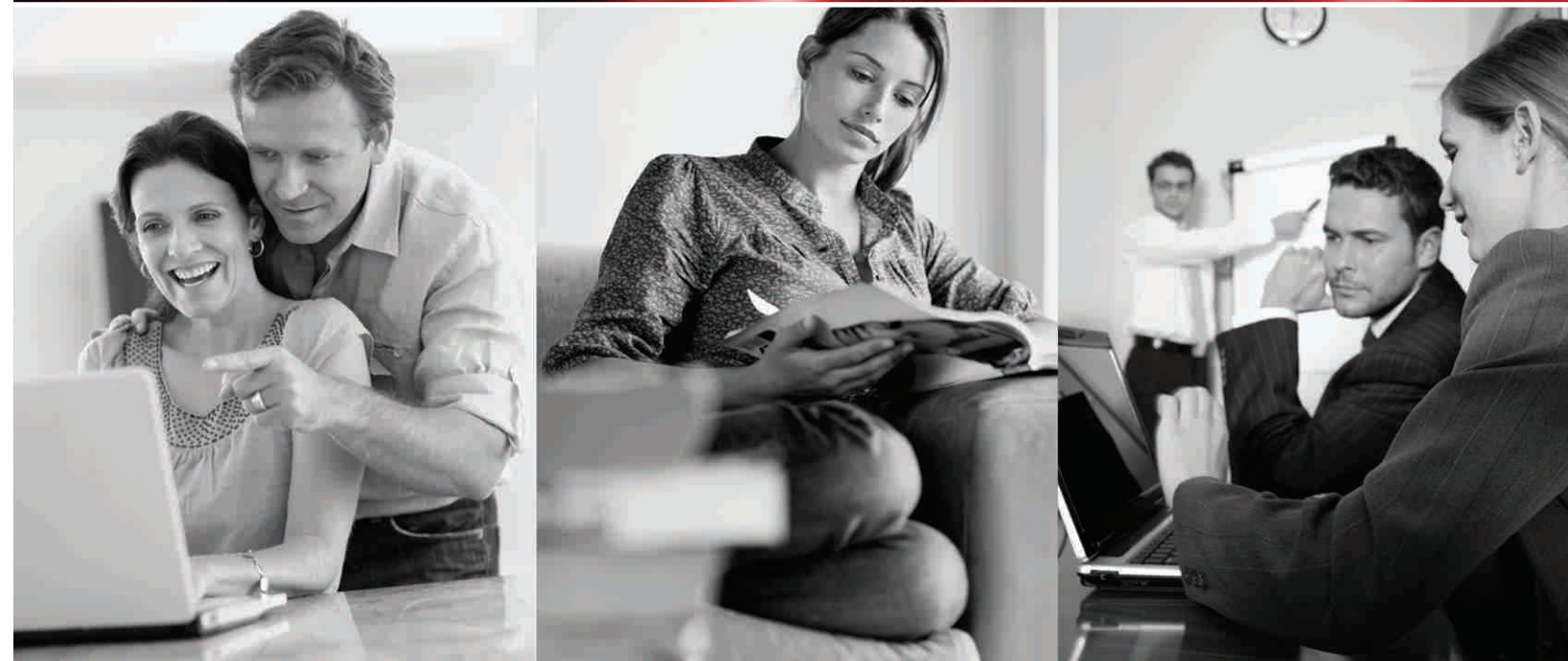
### TARENTUM

202 Falcon Lane,  
Tarentum, PA 15084



**TRIB** | TOTAL  
MEDIA

TRIB TOTAL MEDIA RATES  
2011 COMMERCIAL PRINTING  
www.tribtotalprinting.com



Newspapers

Postcards

Newspaper Sales Inserts

Brochures

Booklets

Direct Mail Pieces

Trib Notes

Glossy Inserts

Newsletters

*Additional Services Available.*

Effective January 1, 2011

WE'RE WORKING TO MAKE YOU A "COMMERCIAL SUCCESS."

**Four-Color Volume Pricing on 30# Standard Newsprint**  
23 Inch Tabloid / Broad CPM

Pages	25,000	50,000	75,000	100,000	200,000	300,000	500,000
4 Tab - 2 Broad	\$25.57	\$20.86	\$19.28	\$18.49	\$18.49	\$18.26	\$18.08
8 Tab - 4 Broad	\$37.89	\$31.75	\$29.72	\$28.69	\$28.69	\$28.22	\$27.85
12 Tab - 6 Broad	\$50.22	\$42.66	\$40.15	\$38.89	\$38.88	\$38.18	\$37.63
16 Tab - 8 Broad	\$61.02	\$52.82	\$50.08	\$48.72	\$48.71	\$47.89	\$47.25
20 Tab - 10 Broad	\$73.31	\$63.71	\$60.51	\$58.91	\$58.52	\$57.60	\$56.88
24 Tab - 12 Broad	\$84.22	\$73.91	\$70.48	\$68.75	\$68.35	\$67.32	\$66.51
28 Tab - 14 Broad	\$105.55	\$87.06	\$82.40	\$80.08	\$78.75	\$77.42	\$76.35
32 Tab - 16 Broad	\$116.38	\$99.49	\$92.35	\$89.91	\$88.75	\$87.25	\$86.05
36 Tab - 18 Broad	\$125.75	\$108.91	\$103.31	\$100.49	\$98.58	\$96.97	\$95.68
40 Tab - 20 Broad	\$139.55	\$120.55	\$114.23	\$111.06	\$108.60	\$106.80	\$105.38
44 Tab - 22 Broad	\$154.89	\$132.98	\$125.68	\$120.89	\$117.29	\$116.52	\$115.00

**Four-Color Volume Pricing on 40# Bright White**  
23 Inch Tabloid / Broad CPM

Pages	25,000	50,000	75,000	100,000	200,000	300,000	500,000
4 Tab - 2 Broad	\$31.34	\$26.63	\$25.05	\$24.26	\$24.26	\$24.03	\$23.85
8 Tab - 4 Broad	\$49.43	\$43.29	\$41.26	\$40.23	\$40.23	\$39.75	\$39.38
12 Tab - 6 Broad	\$67.52	\$59.97	\$57.46	\$56.20	\$56.18	\$55.49	\$54.94
16 Tab - 8 Broad	\$84.12	\$75.91	\$73.17	\$71.80	\$71.78	\$70.97	\$70.32
20 Tab - 10 Broad	\$102.22	\$92.58	\$89.37	\$87.77	\$87.38	\$86.46	\$85.72
24 Tab - 12 Broad	\$118.83	\$108.52	\$105.09	\$103.37	\$102.97	\$101.94	\$101.12
28 Tab - 14 Broad	\$145.94	\$127.45	\$122.78	\$120.46	\$119.14	\$117.80	\$116.74
32 Tab - 16 Broad	\$162.54	\$145.65	\$138.51	\$136.06	\$134.91	\$133.40	\$132.20
36 Tab - 18 Broad	\$177.68	\$160.83	\$155.22	\$152.42	\$150.51	\$148.89	\$147.60
40 Tab - 20 Broad	\$197.25	\$178.25	\$171.92	\$168.75	\$166.29	\$164.49	\$163.06
44 Tab - 22 Broad	\$218.35	\$196.45	\$189.14	\$184.35	\$181.88	\$179.98	\$178.46

Single Sheet inserted into a printed product available at \$13 CPM.

Delivery:	25 Miles	\$69.00	50 Miles	\$82.00	75 Miles	\$94.00	100 Miles	\$106.00
<b>Wafer Seal:</b>	Single	\$10 CPM	Double	\$15 CPM				
<b>Addressing:</b>	\$13 CPM							
<b>Single Sheet Folding:</b>	Single Fold	\$5 CPM	Tri-Fold	\$8 CPM	Quarter-Fold	\$9 CPM		

**Print Only Rates**

50 lb. Offset	25,000	50,000	75,000	100,000	200,000	300,000	500,000
8.5" x 11"	\$27.28	\$19.88	\$17.49	\$16.72	\$16.12	\$15.86	\$15.58
11" x 11"	\$34.82	\$27.32	\$25.23	\$24.38	\$23.72	\$23.45	\$23.11
11" x 17"	\$42.35	\$34.77	\$32.95	\$32.05	\$31.34	\$31.03	\$30.65

60 lb. Gloss Text	25,000	50,000	75,000	100,000	200,000	300,000	500,000
8.5" x 11"	\$39.72	\$26.48	\$23.54	\$22.45	\$21.05	\$20.34	\$20.25
10" x 11"	\$31.20	\$24.57	\$22.95	\$22.18	\$20.25	\$19.94	\$19.65
11" x 17"	\$54.28	\$41.82	\$39.94	\$39.02	\$37.60	\$37.15	\$36.95

Trimming available at \$3.00 cost per thousand.

# TARGET MARKETING

## with Trib Total Media Solo Mail Program

<b>Designer Card</b> 8.5 x 5.5 on 100# gloss cover		<b>Jumbo Post Card</b> 6 x 11 on 100# gloss cover		<b>Self Mailer</b> 8.5 x 11, Tri-Fold on 100# gloss text	
QTY.	COST PER M	QTY	COST PER M	QTY	COST PER M
1,000 - 1,999	\$554.68	1,000 - 1,999	\$622.67	1,000 - 1,999	\$940.15
2,000 - 2,999	\$446.08	2,000 - 2,999	\$508.64	2,000 - 2,999	\$678.25
3,000 - 3,999	\$409.89	3,000 - 3,999	\$470.63	3,000 - 3,999	\$590.50
4,000 - 4,999	\$391.79	4,000 - 4,999	\$451.40	4,000 - 4,999	\$547.30
5,000 - 5,999	\$380.93	5,000 - 5,999	\$439.76	5,000 - 5,999	\$521.65
6,000 - 6,999	\$373.69	6,000 - 6,999	\$432.23	6,000 - 6,999	\$504.10
7,000 - 7,999	\$368.52	7,000 - 7,999	\$426.86	7,000 - 7,999	\$490.60
8,000 - 8,999	\$364.64	8,000 - 8,999	\$422.54	8,000 - 8,999	\$479.80
9,000 - 9,999	\$361.62	9,000 - 9,999	\$419.44	9,000 - 9,999	\$471.70
10,000 - 14,999	\$359.21	10,000 - 14,999	\$416.96	10,000 - 14,999	\$463.60
15,000 - 19,999	\$351.97	15,000 - 19,999	\$409.21	15,000 - 19,999	\$446.05
20,000 - 29,999	\$348.95	20,000 - 29,999	\$400.45	20,000 - 29,999	\$432.55
30,000 - 39,999	\$344.73	30,000 - 39,999	\$398.49	30,000 - 39,999	\$420.40
40,000 - 49,999	\$342.92	40,000 - 49,999	\$397.30	40,000 - 49,999	\$408.25

**Call for pricing over 50,000**  
Price includes design, 4/4 printing, residential mailing list, addressing, USPS delivery & postage.  
Business lists and demographic target lists additional based on filters. Please ask for details.

**CALL OR E-MAIL FOR QUANTITIES ABOVE 50,000**  
FILE FORMATS ACCEPTED INCLUDE EXCEL, CSV, COMMA DELIMITED, FIXED LENGTH TEXT.

TESTIMONIALS

**THE TARTAN**

"Trib Total Printing understands that The Tartan doesn't have enormous circulation numbers. But they give it top priority, regardless, and always ensure quality. We have deadlines that aren't set in stone. Trib Total Printing recognizes that and is always able to accomodate."

Elizabeth Schwartz

**PITTSBURGH CATHOLIC PUBLISHING ASSOCIATES**

"Trib Total Printing will fulfill your printing needs with a focus on total customer satisfaction, total quality and total competence. If it is excellence you are after, look no further than Trib Total Printing, a long-term partner totally ready to take care of you."

Carmella Weismantle, Operations Manager

