



2012 PRE-PRINTED INSERT PRICING

(530) 527-8139 • 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 11,850 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 \$200 minimum per edition).

DIRECT MAILED ONLY

Approx. 11,900 96080 Households

	1x Rate	12x Rate
Single Sheet Flyer	\$799	\$599
4 Tab	\$999	\$799
Each add'l 4 tab	\$199	\$199

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) 225 papers.
TEHAMA COUNTY - Red Bluff (96080) 1750 papers, Corning (96021) 2900 papers, Los Molinos (96055) 800 papers, Dairyville (96080) 200 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	\$799
4 Tab	\$1,199	\$999
Each add'l 4 tab	\$239	\$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.

2012 PUBLICATION DATES & DEADLINES

Distribution Date	Commitment from Customer	Inserts to Printer
January 25	January 13	January 18
February 24	February 10	February 15
March 26	March 9	March 15
April 25	April 13	April 18
May 25	May 11	May 16
June 25	June 11	June 14
July 25	July 13	July 17
August 24	August 10	August 15
September 25	September 7	September 13
October 25	October 12	October 17
November 15	November 2	November 7
December 10	November 26	November 30