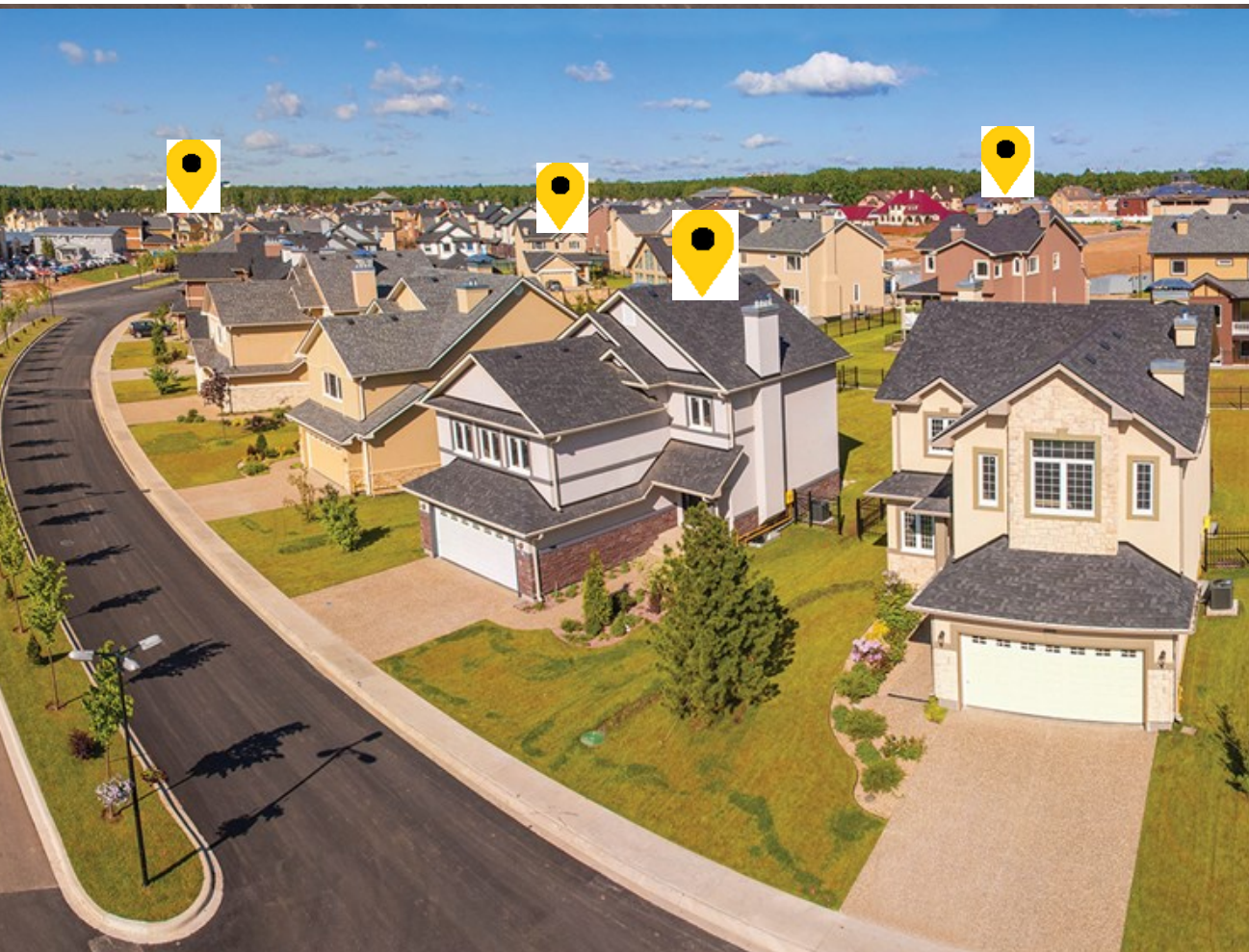


LOCAL VALUES



LOCAL VALUES is a shared mail product delivered through combination of newspaper and USPS mail distribution. Print, insertion, targeting, and delivery are part of our service.

FEATURES & BENEFITS of this unique advertising tactic:

- Local Values wrap offer you outstanding ROI
- Target delivery down to the ZIP and SUB-ZIP code areas
- #1 grocery insert distributor in the St. Louis area
- Delivered each week, 52 times a year
- Wrapped inserts stand out in the mail due to its size
- Usually delivered Monday or Tuesday in newspaper and mail

CONTACT your local sales representative or:

CHRIS DAW

Division Sales Manager | Local Values

314-340-8505

cdaw@post-dispatch.com

DELIVERED TO OVER 1.1 MILLION HOMES EACH WEEK

DEADLINES, SPECS & RATES

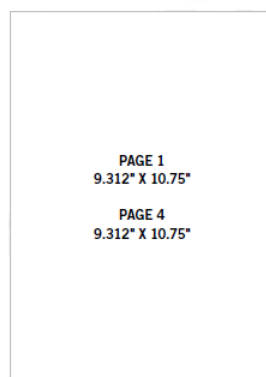
WRAP FRONT PAGE



WRAP FULL PAGE ADS



FOUR PAGE POP-UP



DEADLINES: Reservation and copy due 16 days prior to the publication week.

DISTRIBUTION BREAKDOWN: Monday insertion into the Post-Dispatch. Shared Mail (USPS) Local Values arrives Monday or Tuesday.

All Local Values schedules must combine home delivered Post-Dispatch distribution with non-subscriber shared mail distribution in the customer defined target market. All insert rates listed on a cost per thousand (CPM) basis. A warehousing fee of \$50 per week for any orders delayed past the eighth consecutive in-home date. Each "in-home date" will be packaged on it's own skid. All printed material must be distributed within eight consecutive in-home dates. Pricing is determined by print quantity and all orders with multiple distribution dates must be submitted together to qualify for pricing level. Creative service charge will be added to all non-camera-ready ads.

LOCAL VALUES WRAP (little more than 1¢ per home)

	INSIDE	OUTSIDE	POSITION B
OPEN	\$9,500	\$16,000	\$4,500
3x	\$9,000	\$15,000	\$4,000
6x	\$8,500	\$14,000	\$3,000
13x	\$8,000	\$13,000	\$2,000
26x	\$7,500	\$10,000	\$1,500

FOUR PAGE POP-UP CPM

50K+	\$71.89
100K+	\$59.53
150K+	\$55.41
250K+	\$55.12

PRINT YOUR FREE STANDING INSERT (FSI), INSERT INTO LOCAL VALUES WRAP AND DELIVER

INSERT SIZE	8.5" x 5.5"	8.5" x 11"	10" x 11"	17" x 11" folded to 8.5 x 11
STOCK	70# gloss, 4/4, no bleed	70# gloss, 4/4, no bleed	70# gloss, 4/4, no bleed	70# gloss, 4/4, no bleed
IMAGE BUILD				
SIZE	8.25" x 5.375"	8.25" x 10.75"	9.75" x 10.75"	10.75" x 16.75"
500M+	\$28.50	\$43.00	\$48.50	\$78.00
250M+	\$29.08	\$44.03	\$49.97	\$79.40
100M+	\$29.96	\$44.88	\$50.84	\$81.07
50M+	\$32.72	\$45.98	\$52.53	\$84.70
25M+	\$39.92	\$54.50	\$78.91	\$110.94
10M+	\$49.02	\$63.60	\$84.66	\$130.11

INSERT PRE-PRINT INTO LOCAL VALUES WRAP AND DELIVER (CPM) contact your account executive if weight exceeds 1.05 oz.

WEIGHT	Up to 0.24	0.25 - 0.34	0.35 - 0.44	0.45 - 0.54	0.55 - 0.64	0.65 - 0.74	0.75 - 0.84	0.85 - 0.94	0.95 - 1.04
FULL CIRC.	\$30.00	\$36.00	\$40.00	\$48.00	\$56.00	\$60.00	\$67.00	\$74.00	\$81.00
800M+	\$36.00	\$43.20	\$48.00	\$57.60	\$61.60	\$66.00	\$67.00	\$74.00	\$81.00
600M+	\$39.00	\$45.00	\$50.00	\$60.00	\$64.40	\$69.00	\$70.35	\$77.70	\$85.05
400M+	\$45.00	\$48.60	\$54.00	\$62.40	\$67.20	\$72.00	\$73.70	\$81.40	\$85.05
200M+	\$46.50	\$52.20	\$58.00	\$67.20	\$70.00	\$75.00	\$77.05	\$85.10	\$89.10
100M+	\$48.00	\$54.00	\$60.00	\$69.60	\$72.80	\$78.00	\$80.40	\$88.80	\$93.15
20M+	\$50.51	\$57.60	\$64.00	\$72.00	\$75.60	\$81.00	\$83.75	\$92.50	\$97.20