

2012 Insert & BRC Rates

Inserts	
2 pages	\$51,423
4 pages	\$57,398
6 pages	\$73,340
8 pages	\$82,133
12 pages	\$100,688
16 pages	\$113,012

BRC	
1-up BRC	\$13,774
2-up BRC	\$16,188
3-up BRC	\$17,469
Full page	\$17,993

Job Numbers	
January	B102V20
February	B204940
March	B204950
April	B204960
May	B204970
June	B204980
July	B204990
August	B2049A0
September	B2049C0
October	B2049D0
November	B2049E0
December	B2049F0

MATERIALS

Southwest Airlines
 Spirit Magazine
 ATTN: Production
 Amy Zuker
 1301 Carolina Street
 Greensboro, NC 27401
 336.383.5624
 Fax: 336.378.8269
 amy.zuker@paceco.com

BRC's must be accompanied by at least one full-page ad or a two-page preprinted insert. Bind In Charges apply, BRC, and Supplied Inserts: \$1,320-\$2,800 net.

When sending furnished inserts to our printer, the following information must be included:

1. Name of publication
2. Issue date
3. Job Number (*see chart*)
4. Gross weight (tare and net combined weights)
5. Tare weights-per carton & skid (all packaging materials)
6. Net weight (product weight)
7. Quantity
8. Key number (if any)
9. Number of skids and cartons

In addition, we strongly suggest that each skid does not contain mixed loads (i.e., more than one title, more than one issue date, etc.). Also, all loads should be securely banded or shrink-wrapped to prevent shifting or damage in transit. If the above steps are followed, our printer can notify you if after a scale count, a shortage is discovered.

ALL SHIPMENTS SHOULD BE SENT PRE-PAID TO:

Quad Graphics
 1900 W. Sumner Street
 Hartford, WI 53027
 414-566-2100
 Attn: Tammy Foerster
 SOUTHWEST AIRLINES SPIRIT Magazine/Issue Date

In addition, 3 samples of the insert must be sent to arrive prior to binding to the Production Department at Pace Communications, 1301 Carolina St. Greensboro, NC 27401.

Insert Specifications, SOUTHWEST AIRLINES SPIRIT Magazine: Perfect Bound, trim size of 7.5" x 10.5"

1. Full size insert, maximum delivered size is 7.75" x 10.75", includes all trim & bleed.
2. Head trim is 1/8"
3. Face trim is 1/8"
4. Foot trim is 1/8"
5. Gutter grind off is 1/8"
6. If card is perforated, keep perf. 1/2" from untrimmed gutter edge
7. Inserts jog to the head.
8. Minimum size/smallest insert card that we can bind easily is 5.5" x 3.75"
9. 2 page insert minimum stock is 70#, maximum is 130#
10. 4 page or more minimum stock is 50#, maximum is 100#
11. Keep live matter 3/8" from all edges of publication trim size (live area is 7" X 10") No more than one issue should be shipped at the same time. Any variation of the above are subject to storage charges to Advertiser.
12. Quantity required is **485,000**

Supplied inserts are due at the printer on the 7th of the month prior to the issue date. Example) Inserts for the February issue are due to the printer January 7th.