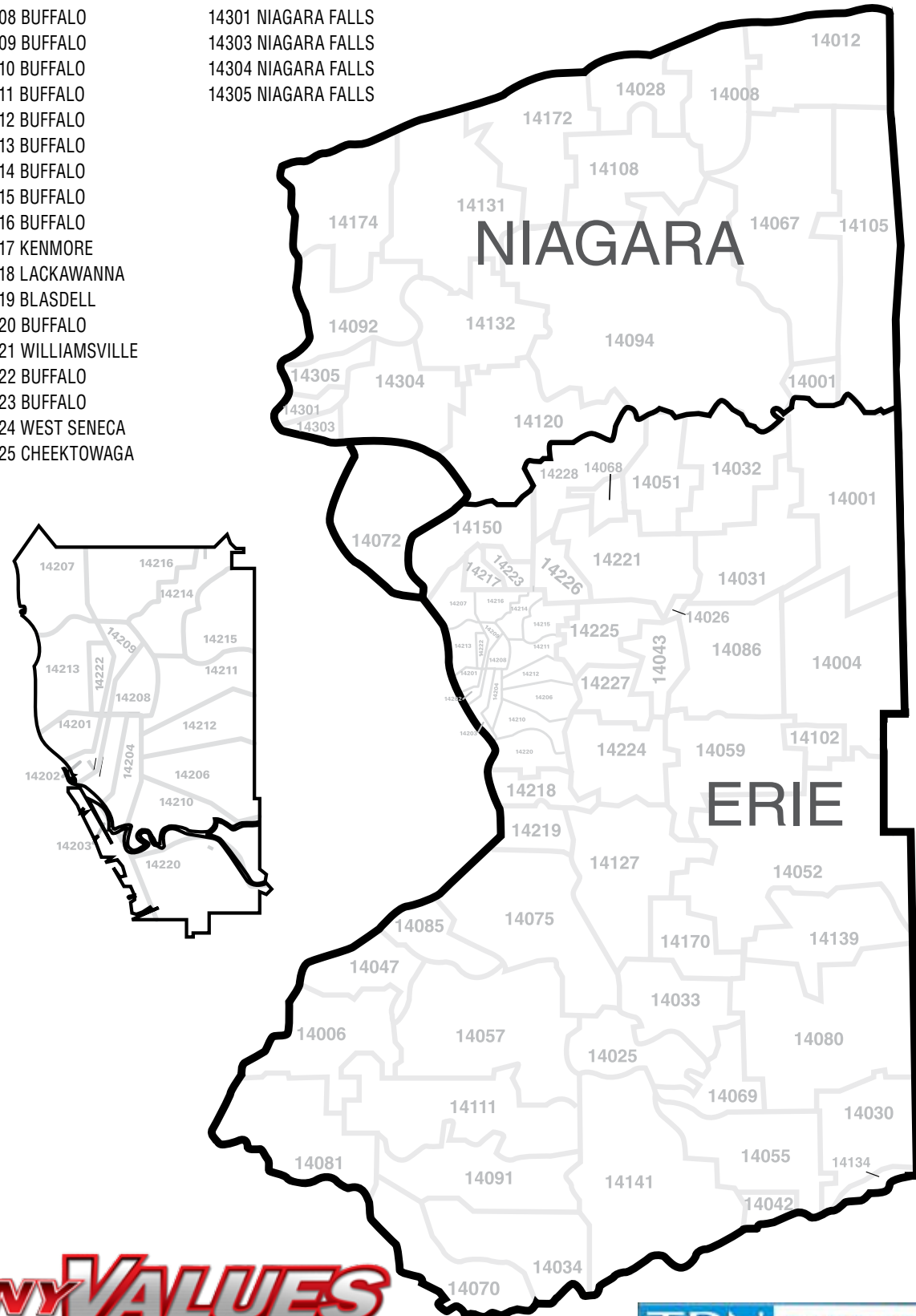


## Zip Codes

14001 AKRON	14203 BUFFALO	14226 AMHERST
14004 ALDEN	14204 BUFFALO	14227 CHEEKTOWAGA
14006 ANGOLA	14206 BUFFALO	14228 AMHERST
14008 APPLETON	14207 BUFFALO	14260 UB AMHERST
14012 BARKER	14208 BUFFALO	14301 NIAGARA FALLS
14025 BOSTON	14209 BUFFALO	14303 NIAGARA FALLS
14026 BOWMANSVILLE	14210 BUFFALO	14304 NIAGARA FALLS
14027 BRANT	14211 BUFFALO	14305 NIAGARA FALLS
14028 BURT	14212 BUFFALO	
14030 CHAFFEE	14213 BUFFALO	
14031 CLARENCE	14214 BUFFALO	
14032 CLARENCE CENTER	14215 BUFFALO	
14033 COLDEN	14216 BUFFALO	
14034 COLLINS	14217 KENMORE	
14042 DELEVAN	14218 LACKAWANNA	
14043 DEPEW	14219 BLASDELL	
14047 DERBY	14220 BUFFALO	
14051 EAST AMHERST	14221 WILLIAMSVILLE	
14052 EAST AURORA	14222 BUFFALO	
14055 EAST CONCORD	14223 BUFFALO	
14057 EDEN	14224 WEST SENECA	
14059 ELMA	14225 CHEEKTOWAGA	
14061 FARNHAM		
14067 GASPORT		
14068 GETZVILLE		
14069 GLENWOOD		
14070 GOWANDA		
14072 GRAND ISLAND		
14075 HAMBURG		
14080 HOLLAND		
14081 IRVING		
14085 LAKE VIEW		
14086 LANCASTER		
14091 LAWTONS		
14092 LEWISTON		
14094 LOCKPORT		
14102 MARILLA		
14105 MIDDLEPORT		
14108 NEWFANE		
14110 NORTH BOSTON		
14111 NORTH COLLINS		
14120 NORTH TONAWANDA		
14126 OLCOTT		
14127 ORCHARD PARK		
14131 RANSOMVILLE		
14132 SANBORN		
14134 SARDINIA		
14139 SOUTH WALES		
14141 SPRINGVILLE		
14150 TONAWANDA		
14169 WALES CENTER		
14170 WEST FALLS		
14172 WILSON		
14174 YOUNGSTOWN		
14201 BUFFALO		
14202 BUFFALO		



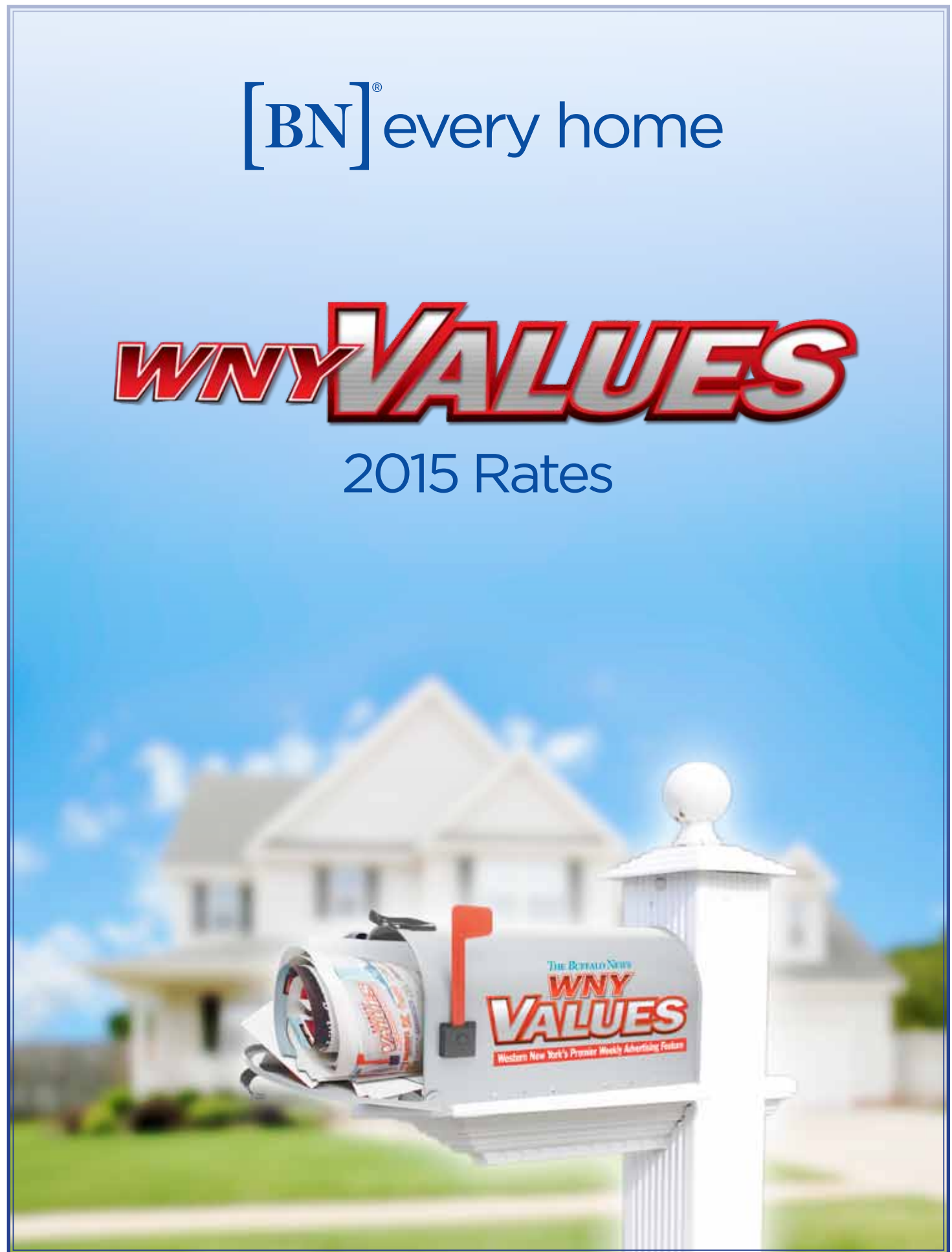
**WNY VALUES**

**TBN DIRECT**

[BN]<sup>®</sup> every home

**WNY VALUES**

2015 Rates

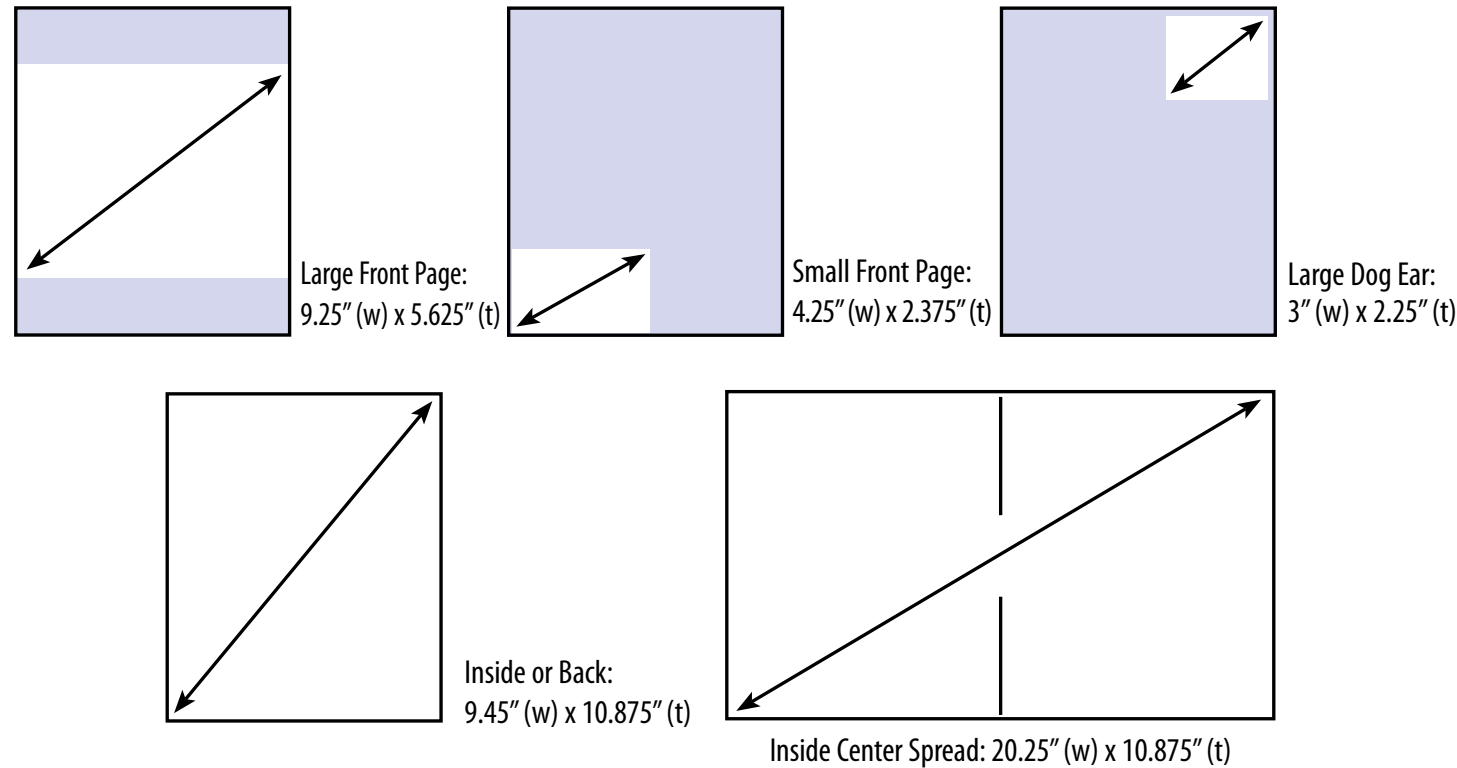


# WNY VALUES

## Wrapper Jacket Rates

Rate	Large Front Page	Small Front Page	Inside Premium Pages	Back Page	Dog Ear	Additional Inside Pages (when available)
<b>OPEN</b>	\$2,500	\$900	\$2,500	\$3,500	\$700	\$1,450

**Ad Size Specs:** All ads are 4-color process.



For more information, contact your representative or call Target Marketing Coordinator Rosette Jowsey at (716) 849-3419.



# WNY VALUES SATURDAY

## 2015 SHARED MAIL SCHEDULE

Publication Day SATURDAY	Copy, Artwork & Reservation MONDAY BY 4PM	Camera Ready Artwork WEDNESDAY BY Noon	Shipping Date to Print FRIDAY BY 4PM
<b>JANUARY</b>			
12/27	12/1	12/10	12/12
1/3	12/8	12/17	12/19
1/10	12/15	12/24	12/26
1/17	12/22	12/31	1/2
1/24	12/29	1/7	1/9
<b>FEBRUARY</b>			
1/31	1/5	1/14	1/16
2/7	1/12	1/21	1/23
2/14	1/19	1/28	1/30
2/21	1/26	2/4	2/6
<b>MARCH</b>			
2/28	2/2	2/11	2/13
3/7	2/9	2/18	2/20
3/14	2/16	2/25	2/27
3/21	2/23	3/4	3/6
3/28	3/2	3/11	3/13
<b>APRIL</b>			
4/4	3/9	3/18	3/20
4/11	3/16	3/25	3/27
4/18	3/23	4/1	4/3
4/25	3/30	4/8	4/10
<b>MAY</b>			
5/2	4/6	4/15	4/17
5/9	4/13	4/22	4/24
5/16	4/20	4/29	5/1
5/23	4/27	5/6	5/8
5/30	5/4	5/13	5/15
<b>JUNE</b>			
6/6	5/11	5/20	5/22
6/13	5/18	5/27	5/29
6/20	5/25	6/3	6/5
6/27	6/1	6/10	6/12
<b>JULY</b>			
7/4	6/8	6/17	6/19
7/11	6/15	6/24	6/26
7/18	6/22	7/1	7/3
7/25	6/29	7/8	7/10
<b>AUGUST</b>			
8/1	7/6	7/15	7/17
8/8	7/13	7/22	7/24
8/15	7/20	7/29	7/31
8/22	7/27	8/5	8/7
8/29	8/3	8/12	8/14
<b>SEPTEMBER</b>			
9/5	8/10	8/19	8/21
9/12	8/17	8/26	8/28
9/19	8/24	9/2	9/4
9/26	8/31	9/9	9/11
<b>OCTOBER</b>			
10/3	9/7	9/16	9/18
10/10	9/14	9/23	9/25
10/17	9/21	9/30	10/2
10/24	9/28	10/7	10/9
<b>NOVEMBER</b>			
10/31	10/5	10/14	10/16
11/7	10/12	10/21	10/23
11/14	10/19	10/28	10/30
11/21	10/26	11/4	11/6
11/28	11/2	11/11	11/13
<b>DECEMBER</b>			
12/5	11/9	11/18	11/20
12/12	11/16	11/25	11/27
12/19	11/23	12/2	12/4
12/26	11/30	12/9	12/11

# WNY VALUES

## Insert Rates

WEIGHT	OPEN	26X RATE	52X RATE
0.2	\$51.00	\$47.00	\$40.00
0.3	\$57.00	\$49.00	\$42.00
0.4	\$63.00	\$53.00	\$46.00
0.5	\$69.00	\$55.00	\$48.00
0.6	\$75.00	\$57.00	\$50.00
0.7	\$82.00	\$62.00	\$55.00
0.8	\$88.00	\$67.00	\$60.00
0.9	\$94.00	\$73.00	\$66.00
1	\$100.00	\$79.00	\$72.00
1.1	\$106.00	\$85.00	\$75.00
1.2	\$112.00	\$91.00	\$81.00
1.3	\$118.00	\$97.00	\$87.00
1.4	\$124.00	\$103.00	\$93.00
1.5	\$131.00	\$108.00	\$98.00
1.6	\$137.00	\$112.00	\$100.00
1.7	\$143.00	\$117.00	\$106.00
1.8	\$149.00	\$122.00	\$112.00
1.9	\$155.00	\$127.00	\$117.00
2	\$161.00	\$133.00	\$123.00
2.1	\$167.00	\$139.00	\$129.00
2.2	\$173.00	\$144.00	\$134.00
2.3	\$180.00	\$151.00	\$140.00
2.4	\$186.00	\$157.00	\$146.00
2.5	\$192.00	\$162.00	\$151.00
2.6	\$198.00	\$168.00	\$157.00
2.7	\$204.00	\$176.00	\$163.00
2.8	\$210.00	\$182.00	\$168.00
2.9	\$216.00	\$188.00	\$174.00
3	\$222.00	\$194.00	\$180.00

**SHARED MAIL materials MUST be delivered to CHICAGO.**  
Delivery Information below

A bill of lading must accompany each shipment of preprinted materials and should include:

- Client name
- Publication name
- Publication date
- Versions
- Number of skids in shipment
- Total preprint quality

Each skid should be marked with:

- Client name
- Version
- Publication name
- Publication date

WNY Value inserts are due in Northlake, IL. by 5 p.m. EST the Monday before the in-home date. Deadlines may vary during holiday weeks.

Please deliver all materials to the following address:

Tribune Direct  
505 Northwest Avenue  
Northlake, IL 60164  
Attn. Chuck Nemecek  
Receiving supervisor  
(708)836-2221  
(708)774-2819  
Receiving hours:  
Monday-Friday: 5 a.m.-4p.m.  
Saturday: 4 a.m. -5 p.m.