

DISTRIBUTION BY ZIP CODES

State Zip	City	INDIVIDUALLY PAID							SUNDAY					INDIVIDUALLY PAID					DAILY				
		OH's #1-1-08 Estimate	Home Delivery & Mail	Single Copy Sales	Other Paid	Total Core Nwsp	Elec-tronic Editions	Total Paid	Avg. Proj. Pd. Circ.*	Hshld. Cov.	Home Delivery & Mail	Single Copy Sales	Other Paid	Total Core Nwsp	Elec-tronic Editions	Total Paid	Avg. Proj. Pd. Circ.*	Hshld. Cov.					
78501	McAllen	20,455	25	42		67		67	58	30.00%	25	37		62		62	65	30.00%					
78520	Brownsville	17,376	46	22	5	73	3	76	66	40.00%	46	23	5	74	3	77	81	50.00%					
78521	Brownsville	27,052	186	186	4	376		376	328	1.20%	185	144	4	333		333	350	1.30%					
78535	Combes		324		1	325		325	283		303		1	304		304	320						
78543	Elsa		42			42		42	37		45			45		45	47						
78550	Harlingen	18,360	5,776	2,961	360	9,097	25	9,122	7,955	43.30%	5,628	1,172	530	7,330	25	7,355	7,736	42.10%					
78552	Harlingen	11,218	3,086	3,089	28	3,422	10	3,432	2,993	26.70%	2,966	140	28	3,134	10	3,144	3,307	29.50%					
78559	La Feria	3,742	700	382	3	1,085	1	1,086	947	25.30%	674	118	3	795	1	796	837	22.40%					
78566	Los Fresnos	4,253	230	105	7	342	2	344	300	7.10%	218	57	7	282	2	284	299	7.00%					
78569	Lyford	1,033	151		1	151	1	152	133	12.90%	154			154	1	155	163	15.80%					
78570	Mercedes	7,985	786	178	8	972		972	848	10.60%	786	94	8	888		888	934	11.70%					
78575	Olmito	1,310	68	40		108		108	94	7.20%	69	31		100		100	105	8.00%					
78578	Port Isabel	4,233	566	209	1	776		776	677	16.00%	557	119	1	677		677	712	16.80%					
78580	Raymondville	3,483	587	415	26	1,028	2	1,030	898	25.80%	576	235	26	837	2	839	882	25.30%					
78583	Rio Hondo	1,896	465	145	3	613	3	616	537	28.30%	456	61	3	520	3	523	550	29.00%					
78586	San Benito	14,364	2,509	1,192	27	3,728	8	3,736	3,258	22.70%	2,440	341	92	2,873	8	2,881	3,030	21.10%					
78593	Santa Rosa	1,589	176	92	2	270	2	272	237	14.90%	174	35	2	211	2	213	224	14.10%					
78594	Sebastian	827	113			113	1	114	99	12.00%	107			107	1	108	114	13.80%					
78596	Weslaco	17,309	654	200	51	905		905	789	4.60%	642	133	51	826		826	869	5.00%					
78597	South Padre Island	1,828	264	287	1	552		552	481	26.30%	239	224	1	464		464	488	26.70%					
78598	Port Mansfield	154	187	50		237		237	207	34.40%	184	17		201		201	211	137.00%					
	Misc. Zip Codes		107	26	4	137	30	167	148		108	6	4	118	30	148	156						
	GRAND TOTAL		17,048	6,840	531	24,419	88	24,507	21,373		16,582	2,987	766	20,335	88	20,423	21,480						

SOURCE - ABC Audit Report March 2008.

Valley Morning Star

RETAIL

Daily

Open Rate \$30.68
Group 3+ Papers \$27.61

Daily Contract

\$50,000 \$25.45
 \$100,000 \$24.16
 \$200,000 \$22.87
 \$300,000 \$22.23
 \$700,000 \$20.94

Sunday

Open Rate \$34.36
Group 3+ Papers \$29.77

Sunday Contract

\$50,000 \$28.50
 \$100,000 \$27.06
 \$200,000 \$25.62
 \$300,000 \$24.89
 \$700,000 \$23.45

CLASSIFIED

Open Rate

Daily \$24.60
 Sunday \$27.55

Contract

\$50,000
 Daily \$20.41
 Sunday \$22.85
\$75,000
 Daily \$19.89
 Sunday \$22.28

\$100,000
 Daily \$19.37
 Sunday \$21.70

\$200,000
 Daily \$18.34
 Sunday \$20.54

RECRUITMENT

Daily \$27.06
 Sunday \$30.31

All color ad placements are subject to the mechanical capabilities of the press. Double truck color charges as two separate pages.

Special Ink colors

Per newspaper, per day, per page

	1 color	2 color	3 color
All Newspapers	\$310.00	\$363.00	\$551.00

Standard Ink Colors (Yellow, Cyan & Magenta)

Per newspaper, per day, per page

1 Spot Color add 10% to ad cost
 Full Color add 20% to ad cost

INSERT CONTRACT RATES

Inserts	up to 12x/year					12 - 24x/year					25 - 36 x/year					37 + x/year				
	Open Rate	5%	10%	15%	20%	5%	10%	15%	20%	5%	10%	15%	20%	5%	10%	15%	20%			
Up to 4pg	\$54.00	51.00	49.00	46.00	43.00															
6pg	\$56.00	53.00	50.00	48.00	45.00															
8pg	\$58.00	55.00	52.00	49.00	46.00															
12pg	\$60.00	57.00	54.00	51.00	48.00															
14pg	\$60.00	57.00	54.00	51.00	48.00															
16pg	\$62.00	59.00	56.00	53.00	50.00															
20pg	\$64.00	61.00	58.00	54.00	51.00															
24pg	\$67.00	64.00	60.00	57.00	54.00															
28pg	\$69.00	66.00	62.00	59.00	55.00															

*\$5cpm zoning charge

* Call for modular size discounts & additional contract availability



(956) 683-4161