

# Spirit

## 2008 INSERT & BRC RATES

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

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

BRC's must be accompanied by at least one full-page ad or a two-page preprinted insert Bind In Charges, BRC, and Supplied Inserts: \$1,200

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.

Job Numbers	
<b>January</b>	A7092X0
<b>February</b>	A805M20
<b>March</b>	A805M30
<b>April</b>	A805M40
<b>May</b>	A805M50
<b>June</b>	A805M60
<b>July</b>	A805M70
<b>August</b>	A805MC0
<b>September</b>	A805MDO
<b>October</b>	A805ME0
<b>November</b>	A805MF0
<b>December</b>	A805MH0

### FOR PRODUCTION INFORMATION CONTACT:

Southwest Airlines  
Spirit Magazine  
ATTN: Production  
1301 Carolina Street  
Greensboro, NC  
27401  
336.383.5624  
Fax: 336.378.8269

### 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 8" X 10-1/2"

1. Full size insert, maximum delivered size is 8-1/4" X 10-3/4", 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 5-1/2" X 3-3/4"
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 7-1/4" X 9-3/4") 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 **510,000**

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.