



Sunday Color Comic Rates Inserted*

Weekly Run Rate	Gatefold	Spadeas	Flysheets (4Tab)	Flysheets (8Tab)
OPEN	\$45	\$62	\$62	\$85
3x	\$40	\$57	\$57	\$75
6x	\$38	\$55	\$55	\$70
9x	\$36	\$53	\$53	\$68
12x	\$34	\$51	\$51	\$66
26x	\$32	\$49	\$49	\$64
39x	\$30	\$47	\$47	\$62
52x	\$28	\$45	\$45	\$60

*cost per thousand inserted

Sunday Color Comic Spadea Wraps

Full-color wrap-arounds of the Sunday Color Comics offer advertisers a unique attention-getting advertising format for their sales messages. Spadeas are wrapped with 50% over the front of the section and 50% behind the section or 35% over the front and 65% behind or inside spread (11.75" x 20").

Comic Press Inserts Available

Mechanical restrictions apply. Ask your account executive for details.

Sunday Color Comic Deadlines

Closing and cancellation dates are four weeks in advance of publication. All printing material must be received 30 days in advance of publication.

Effective January 1, 2021

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