



As proven attention getters. **TAB-ON™** ads are guaranteed to get noticed right up front with the day's biggest headlines.

Already proven to provide immediate impact and brand building power that sticks in your customers' minds, **TAB-ON™** ads are perfect for any marketing plan.

And now that zoning is available, you can reach specific markets and target your best customers.

QUANTITIES & PRICING (cost per thousand)

3" x 3" Tab-on™

Quantity	50,000	100,000	200,000
1 color	\$49.25	\$36.00	\$30.00
2 color	\$61.25	\$42.25	\$33.25
3 color	\$76.50	\$50.25	\$37.75
4 color	\$100.00	\$63.50	\$45.75

3" x 4" Tab-on™

Quantity	50,000	100,000	200,000
1 color	\$59.25	\$44.00	\$37.75
2 color	\$69.50	\$50.50	\$41.50
3 color	\$85.00	\$58.50	\$46.00
4 color	\$109.50	\$72.75	\$55.00

Versa-Cards 3.125" x 2"

Quantity	50,000	100,000	200,000
2 colors/1 color	\$97.50	\$67.25	\$54.75
3 colors/1 color	\$100.25	\$69.25	\$64.00

Versa-Coupon 3.125" x 2"

Quantity	50,000	100,000	200,000
2 colors/1 color	\$86.75	\$54.50	\$42.25
3 colors/1 color	\$87.25	\$56.25	\$43.50
4 spot color/1 color	\$90.00	\$58.00	\$44.75

Prices for standard ten business days. Quicker turnaround available for additional fees. Prices for standard colors. PMS color matches available for \$100 each. Additional charges - contact your account rep for more details. Screens and high definition images require a proof for \$100.

Lower your costs by ordering multiple runs at once!

ZONED DISTRIBUTION AREA & QUANTITIES

Monday through Friday:

Distribution Area	Quantity
Kanawha County	48,000
Kanawha & Putnam	57,000
Full Run	77,000

Saturday

Distribution Area	Quantity
Kanawha County	39,000
Kanawha & Putnam	47,000
Full Run	70,000



To add **TAB-ON™** ads to your marketing plan, call your Charleston Newspapers advertising representative.

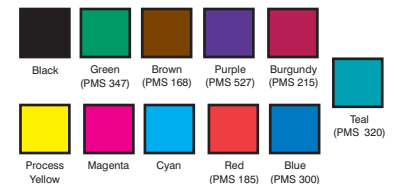
**348-4860 or
1-800-WVA-NEWS**

SPECIFICATIONS

Final Size

3" x 3"
3" x 4"

Standard Ink Colors



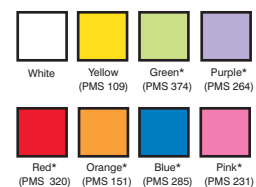
Availability

Monday - Saturday

Deadline

10 business days from publication date.

Material Colors



*Background color charged as a color.

**Call today and get noticed!
348-4860 or 800-WVA-NEWS**