

Preprints and Polybags

General Rates

Detroit Free Press
The Detroit News

SIZE & WEIGHT REQUIREMENTS

Preprinted Inserts

Maximum size:	10-1/2 inches x 13 inches (tabloid size)
Minimum size:	5 inches x 7-1/4 inches
Minimum thickness:	.007 inches

Inserts exceeding maximum size must be quarterfolded and will be priced as a standard size section.

Single Sheet Inserts

Maximum size:	8-1/2 inches x 11 inches (no folds or attachments)
Minimum size:	5 inches x 7-1/4 inches
Minimum thickness:	.007 inches

DELIVERY SPECIFICATIONS

For delivery, please call 586-977-7544.

Delivery Instructions

SHIP INSERTS TO: Sterling Heights Operations Facility
6200 Metropolitan Parkway, Sterling Heights, MI 48312

DELIVERY HOURS: Monday through Friday, 7 am to 3:30 pm

INSERTS DUE: 10-17 days prior to date of distribution. Late deliveries subject to late charges with no guarantee of day of distribution.

DELIVERY VEHICLE REQUIREMENTS: Delivery vehicles MUST meet standard trucking industry requirements for dock heights: 48 in. - 50 in. No pick-up trucks, vans or automobiles.

Bills of Lading Required Information

- Number of skids shipped and total number of skids to expect.
- Total amount of inserts shipped and total number of inserts to expect.
- Name, address and phone number of printer
- Name, address and phone number of carrier.
- Total weight of load.
- Skid weight.
- Amount of inserts per pallet.

Stacking & Skid Requirements

- All inserts must be stacked on solid runner, non-returnable skids.
- Skids should not exceed 58 inches in height.
- 9-block skids will not be accepted.
- All inserts should be brick stacked, with each skid not exceeding 2,200 lbs.
- Distribution: Bundles must be in turns of 4 inches – 12 inches; directly related to thickness of insert and weight should not exceed 32 lbs. Do not strap bundles.
- Maximum skid size: 44 inches wide x 48 inches deep. Minimum skid size: 36 inches wide x 24 inches deep.
- Inserts in boxes are acceptable only with prior approval. Boxes should not exceed 32 lbs. in layers of 500 with separators between layers.
- All skids should be tagged with the following information: amount per bundle, amount per skid, weight, issue, date, name of section and advertiser identification, name, phone number and address of printer.
- Inserts should identify country of origin where inserts are printed.
- Each insert should have a separate package of 500 sample pieces to be used for setup purposes and should be packaged separately to preserve skid integrity.

BILLING & CONTRACT INFORMATION

Minimum charge for preprint insertion is \$650.00 daily; \$1,200.00 Sunday.

Minimum insertion is 10,000 pieces.

Preprints, comic press inserts and comic spadea wraps all count toward preprint frequency contract.

Inch credit toward fulfillment of advertisers' bulk space contract will be determined by dividing the net dollar volume of preprint inserts by the Daily ROP 6,500" contract rate. This credit will apply to contract fulfillment, but will be excluded from any rebate calculation.

When machine inserting cannot be accomplished, it may be possible to hand insert a preprint section at higher distribution rates. The advertising department will provide you with these special rates from any rebate calculation.

For daily preprints scheduled exclusively in one paper, add 20% to net surcharge per page.

Solo or co-op inserts containing mention of or reference to retail (local) advertisers are subject to \$10.00M net surcharge per page.

Availability

Home delivery and/or street sales available.

Reservations

21 days prior to date of distribution.

Call us today at 313-222-2700 for more information or to be assigned an account executive.

