

Preprints and Polybags Retail Rates



Billing & Contract Information

Minimum charge for preprint insertion is \$650 daily; \$1,200 Sunday.

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 6500" 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.

Availability

Home delivery and/or street sales available.

Reservations

21 days prior to date of distribution.



**To subscribe to
the Detroit Free Press
or The Detroit News
at your business or home,
call 1-800-395-3300.**

SIZE & WEIGHT REQUIREMENTS

Preprinted Inserts

Minimum thickness: .007 inches

Minimum size: length: 7-1/4 inches width: 5 inches

Maximum size: length: 13 inches width: 10-1/2 inches (tabloid size)

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

Single Sheet Inserts

Maximum size: 8-1/2 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. 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.

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PREPRINT ADVERTISING RATES

Annual frequency contracts – cost per thousand (separate contract required).

Sunday Full Metro & Daily Metro or Part Run

(combination) Number of insertions per contract year, cost per thousand

Standard of Pages	Number Tab	1 to 12 times	13 to 25 times	26 to 38 times	39 to 51 times	52 to 65 times	66 to 89 times	90 plus times
2 to 6	4 to 12	\$64.65	\$62.58	\$60.54	\$58.60	\$56.72	\$54.91	\$52.16
8 to 12	16 to 24	65.27	63.19	61.12	59.15	57.25	55.43	52.67
14 to 16	28 to 32	66.53	64.40	62.28	60.27	58.35	56.48	53.67
18 to 20	36 to 40	67.79	65.62	63.45	61.41	59.43	57.52	54.67
22 to 28	44 to 56	69.06	66.82	64.63	62.54	60.52	58.58	55.70
30 to 36	60 to 72	71.56	69.25	66.97	64.78	62.66	60.68	57.73
38 plus	76 plus	73.22	70.85	68.52	66.28	64.10	62.07	59.08

Daily full metro preprints must run in two-paper combination. Daily part-run preprints may run in only one paper at an additional cost of \$10 per thousand. The Thanksgiving Day newspaper will be billed at Sunday rates.

Thursday Two-Paper Combination

(must run in both papers) Number of insertions per contract year, cost per thousand

Standard of Pages	Number Tab	1 to 12 times	13 to 25 times	26 to 38 times	39 to 51 times	52 to 65 times	66 to 89 times	90 plus times
2 to 6	4 to 12	\$62.84	\$60.85	\$58.89	\$57.01	\$55.19	\$53.44	\$50.75
8 to 12	16 to 24	63.45	61.44	59.44	57.54	55.70	53.95	51.25
14 to 16	28 to 32	64.66	62.60	60.56	58.61	56.77	54.96	52.21
18 to 20	36 to 40	65.87	63.78	61.69	59.71	57.81	55.96	53.17
22 to 28	44 to 56	67.09	64.95	62.82	60.80	58.87	56.99	54.17
30 to 36	60 to 72	69.52	67.29	65.09	62.98	60.95	59.01	56.14
38 plus	76 plus	71.58	69.27	67.01	64.83	62.73	60.74	57.81

Thursday two-paper combination rates are not available for Thanksgiving and other holidays.

Sunday Part Run

Number of insertions per contract year, cost per thousand

Standard of Pages	Number Tab	1 to 12 times	13 to 25 times	26 to 38 times	39 to 51 times	52 to 65 times	66 to 89 times	90 plus times
2 to 6	4 to 12	\$67.63	\$65.46	\$63.32	\$61.28	\$59.32	\$57.41	\$54.56
8 to 12	16 to 24	68.29	66.10	63.93	61.85	59.87	57.96	55.11
14 to 16	28 to 32	69.61	67.37	65.15	63.05	61.01	59.06	56.17
18 to 20	36 to 40	70.93	68.65	66.37	64.22	62.16	60.15	57.22
22 to 28	44 to 56	72.26	69.91	67.61	65.41	63.30	61.26	58.30
30 to 36	60 to 72	74.89	72.46	70.06	67.78	65.58	63.46	60.42
38 plus	76 plus	76.63	74.15	71.68	69.35	67.09	64.91	61.82

Single Sheet Rates

(CPM): Full run: \$57.00

Part run: \$59.00

Same Day, Multiple Preprint Discount

Any advertiser over the same logo with multiple insertions on the same day will be billed at 25% off the second preprint or more.

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PREPRINTS DEADLINES & DELIVERY

Reservations: 21 days prior to date of distribution

Delivery: A minimum of 10 days to a maximum of 17 days from the day of distribution

MECHANICALS

Minimum thickness: .007"

Minimum size: length: 7-1/4"

width: 5"

Maximum size: length: 13"

width: 10-1/2" (tabloid size)

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

Tabloid page

9-1/2 x 12

60 billable inches

POLYBAGS

Distribution Rates (Daily or Sunday cost per thousand – \$40)

Polybags produced and printed by advertiser. Contact sales rep for detailed delivery instructions.

Production & Delivery Requirements

Preprinted bags must arrive one week in advance of distribution date on headers of no more than 50 in cases of 1,000 per case.

Detroit Media Partnership will help you arrange printing of polybags. Contact your account representative or call 313-222-2437.

Child caution/warning must be displayed.

Artwork must be approved by Detroit Media Partnership in advance of distribution.

Limit one bag per day, per distribution area.

Less than full home delivery requires a two-day leeway.