

Preprints and Polybags

Retail Rates

SIZE & WEIGHT REQUIREMENTS

Preprinted Inserts and Single Sheet 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 broadsheet size section.

DELIVERY SPECIFICATIONS

For delivery directions, 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 skid.

Stacking & Skid Requirements

- All inserts must be stacked on solid runner, non-returnable skids.
- Skids should not exceed 58 inches in height.
- Skids should not be double-stacked
- No packing materials can exceed skids, including roll ends
- 9-block skids will not be accepted.
- All inserts should be brick stacked, with each skid not exceeding 2,200 lbs.
- 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.

BILLING & CONTRACT INFORMATION

Minimum insertion is 10,000 pieces.

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

All preprint revenue will be applied to the advertiser's overall annual spend level.

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.

For daily preprints scheduled exclusively in one paper, add \$10 per thousand to rate card CPM.

Availability

Home delivery and/or single-copy sales available.

Reservations (Tue., Wed., Thu., Fri. & Sun. only)

21 days prior to date of distribution.

Call us today at 586-997-7596 for more information.



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PREPRINT ADVERTISING RATES

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

Sunday and Sunday Select Full Metro & Daily Full or Part Run (combination). Number of insertions per contract year, cost per thousand.

# OF PAGES		1 to 12	13 to 25	26 to 38	39 to 51	52 to 65	66 to 89	90 plus
BROADSHEET	TAB	times	times	times	times	times	times	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 preprints may run in only one paper at an additional cost of \$10 per thousand. Add \$7.00/M if delivering at sub-ZIP.

The Thanksgiving Day newspaper will be billed at Sunday rates and must run in two-paper combination.

Sunday and Sunday Select Part Run Number of insertions per contract year, cost per thousand.

# OF PAGES		1 to 12	13 to 25	26 to 38	39 to 51	52 to 65	66 to 89	90 plus
BROADSHEET	TAB	times	times	times	times	times	times	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

Add \$7.00/M if delivering at sub-ZIP.

Single Sheet Rates (Rates per thousand) (Combination)

(CPM): Full Run: \$57.00 Part Run: \$59.00 Add \$7.00/M if delivering at sub-ZIP.

Same Day, Multiple Preprint Discount

Any preprint advertiser with the same advertising logo with multiple insertions on the same day will be billed at 25% off the second preprint



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POLYBAGS

Distribution Rates Daily or Sunday cost per thousand – \$40.00
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 can help you arrange printing of polybags.
- Child caution/warning must be displayed
- Artwork must be approved by Detroit Media Partnership in advance of distribution.
- Limit one bag per day, per ZIP code or zone.
- Less than full home delivery requires a two-day leeway.
- Preferred size: 9" x 23"
- Preferred thickness: 1 mil.
- Boxes cannot exceed 32 lbs.

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: 5" x 7-1/4"

Maximum size: 10-1/2" x 13" (tabloid size)

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

Call us today at 586-977-7596 for more information.

