

# P Preprint/Inserts

2008-2009 EFFECTIVE OCTOBER 1, 2008

**RATE CARDS:**

Pricing for your free-standing insert is determined by a combination of factors:

- Size
- Quantity
- Frequency
- Weight

**PRODUCT:**

**STANDARD (or BROADSHEET)**

- 148 sq.in. per page, or larger
- Maximum size folded 11" x 12"
- Quarterfolded if larger - additional \$12 per-thousand

**TABLOID/MAGAZINE**

- 80 sq. in. to 147 sq. in. per page
- Maximum size is 11" x 12"
- Quarterfolded if larger

**FLEXI (or MINI TAB)**

- 79 sq. in. per page, or smaller

**SINGLE SHEET**

- One single sheet of paper
- Non-folded insert
- Maximum size is 11" x 12"
- Minimum dimensions are 5" x 7"
- .007" thick is recommended
- Post-It notes are not accepted

**DISTRIBUTION DAYS:**

**MACHINE-INSERTED NEWSPAPERS**

Automated-inserting takes place for these publication days:

- Wednesday
- Thursday
- Friday
- Saturday
- Sunday

**INSERT DIMENSIONS:**

**NEWSPAPER**

- Maximum 11" x 12"
- Minimum 5" x 7"

**INSERT QUANTITIES:**

Varies substantially due to our area's seasonality. For the most satisfactory inserting results, please contact your Palm Beach Daily News advertising executive for projected quantities for a specific publication date.

**DELIVERIES:**

**DRIVING DIRECTIONS TO OUR DOCK**  
**(561) 820-4333**

**QUESTIONS REGARDING DELIVERIES**

**(561) 820-4642**

**SHIPMENTS:**

Insert shipments should be sent to:

Receiving Clerk – Inserts  
The Palm Beach Post  
2751 South Dixie Highway  
West Palm Beach, FL 33405

**RECEIVING HOURS:**

Mon. – Fri.:  
7:30 am – Midnight  
Sat.: 8:30 am – 2:00 pm.  
Closed on Sundays and Holidays

Shipments must be on skids. Skid weights should not exceed 2,500-lbs and should be cross-banded. We reserve the right to refuse any damaged shipments and bear no responsibility if those inserts do not publish as planned.

Advertiser is responsible for all shipping costs, including any extra handling costs incurred as a result of improper skidding or in-transit damage.

*Capturing the maximum number of newspaper readers in our affluent market, full-run inserting includes home delivery papers as well as those sold singly from newsstands, stores or street racks.*

**Retail Insert Distribution Rates  
Home Delivery and  
Single Copy Newspapers**

Number of Pages Standard/Tabloid	Rate (Net per thousand)
Single Sheet	\$105
Std 2/Tab 4	\$117
Std 4/Tab 8	\$139
Std 6-8/Tab 12-16	\$171
Std 10-20/Tab 20-40	\$205
Std 22-26/Magazine 44-54	\$232
Std 28-32/Magazine 56-64	\$288
Std 34-40/Magazine 68-80	\$349
Std 42-50/Magazine 84-100	\$432
Std 52-60/Magazine 104-140	\$459

\$2.10 per page for a magazine over 140 pages.

**12X Annual Frequency Agreement  
20% Discount Per Insertion**

**Call for additional pricing information and availability.**

**561-820-3815**

**Sample product must be approved by Palm Beach Daily News 14 days prior to insertion date.**

**Palm Beach Daily News**

THE SHINY SHEET®

**PalmBeachDailyNews.com**