

## :: Print and Deliver newspaper inserts demand readership.

Your advertising will achieve great visibility with Print & Deliver newspaper inserts. High-impact colors enhance your selling message. Plus, benefit from expert ad design services at no additional charge. Let the Herald-Tribune Media Group become your one-stop Print and Deliver shop.

### :: NON-GLOSSY PRINT AND DELIVER

The cost per thousand rates reflect layout, copywriting, typesetting, printing and distribution for both sizes of non-glossy inserts.

	10,000-14,999	15,000-24,999	25,000-50,000
<b>8.5" x 11"</b>			
1 side / 1 color	\$57	\$53	\$50
1 side / 2 colors	\$60	\$57	\$53
2 sides / 1 color	\$70	\$67	\$63
2 sides / front 2 colors; back 1 color	\$73	\$70	\$67

Image area is 7.83" x 10.41". Minimum run of 10,000. For color stock, add \$4 per thousand. On two-sided Print & Deliver the maximum quantity is 25,000.

	10,000-14,999	15,000-24,999	25,000-100,000
<b>5.5" x 8.5"</b>			
1 side / 1 color	\$48	\$46	\$41
1 side / 2 colors	\$50	\$49	\$46
2 sides / 1 color	\$54	\$52	\$49
2 sides / front 2 colors; back 1 color	\$58	\$56	\$52

Image area is 4.93" x 7.875". Minimum run of 10,000. For color stock, add \$2 per thousand. On two-sided Print & Deliver the maximum quantity is 50,000.

### :: FREQUENCY DISCOUNT

Consistency is the key to a successful advertising program. Therefore, we offer contracted discounts based on advertising frequency.

6 to 11 insertions	3% Discount
12 to 25 insertions	5% Discount
26 to 51 insertions	8% Discount
52 plus insertions	10% Discount

### :: DEADLINES

#### Publication Day Advertising Due to Production

Monday	Wednesday	4 p.m.	12 days prior to publication
Tuesday	Not available		
Wednesday	Friday	4 p.m.	12 days prior to publication
Thursday	Monday	4 p.m.	10 days prior to publication
Friday	Tuesday	4 p.m.	10 days prior to publication
Saturday	Tuesday	4 p.m.	11 days prior to publication
Sunday	Monday	4 p.m.	13 days prior to publication

During holiday periods, please confirm deadlines with your Herald-Tribune Media Group marketing consultant.



## :: INK COLORS

	Black		Red
	Process Blue		Purple
	Magenta		Teal
	Process Green		Burgundy
	Dark Green		
	Night Sky Blue		
	Reflex Blue		

## :: PAPER COLORS

<b>Blue</b>	<b>Ivory</b>
<b>Goldenrod</b>	<b>Pink</b>
<b>Green</b>	<b>White</b>
<b>Grey</b>	<b>Yellow</b>

## :: GLOSSY PRINT & DELIVER

Full color, glossy Print & Deliver inserts target your best audience. Your marketing consultant will help with your date selection, zoning, and advertising message. The Herald-Tribune Media Group's professional staff will prepare your layout, print your insert, and deliver it for you. You get production, printing, insertion, and delivery at one, reasonable price.



Formats	Non-bleed	Bleed
Image:	8.25" x 10.50"	8.50" x 10.75"
Trim size:	8.50" x 11.00"	8.25" x 10.50"
Live area:		8.00" x 10.375"

### Deadline

Space reservation and copy is due 20 days before insertion date. Orders must be in increments of 5,000 (30,000 minimum).

Rates	Distribution	Cost
One-sided 8.5" x 11"	30,000	\$74 per m
	60,000	\$62 per m
Two-sided 8.5" x 11"	30,000	\$79 per m
	60,000	\$66 per m
Two-sided 4 page 11" x 17"	30,000	\$112 per m
	60,000	\$106 per m

:: Rates may also be viewed at [HeraldTribune.com/advertise](http://HeraldTribune.com/advertise)

