

The Palm Beach Post

Free-Standing Inserts

Whether your marketing targets specific zips or market saturation, we have an insert program for you.

DISTRIBUTION METHODS:

With a preprinted insert, or one we design and print to meet your specifications, we can deliver your message several ways:

Full-Run

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

Advertising Zone

Access both subscribers and single copy readers in key geographic groupings with inserts placed in one or more advertising zone (zip cluster).

Zip Code

Reach consumers around your location or target a niche insert demographically using zip code delivery to subscribers or non-subscribers.

Total Market Coverage

Reach all the households subscribing to and, in the Florida Pennysaver, nearly all year-round non-subscriber residences by mail each Wednesday.

HOW TO CONNECT:

Subscribers

- Full-Run
 - Home delivery
 - Single copy
- Advertising Zones
 - Home delivery
 - Single copy
- Zip Codes
 - Home delivery

Non-Subscribers by Zip Code

- TMC (Florida Pennysaver)
- Direct mail

RATE CARDS:

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

- Size
- Quantity
- Frequency
- Weight

Rate cards are available for:

Newspaper: Inserts

TMC: Mailed Inserts

TV-Post: Spadea, Pop-Out, ROP

Comics: Spadea, Gatefold, ROP

PRODUCT:

Standard (or Broadsheet)

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

Tabloid

- 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"x12"
- Minimum dimensions are 5" x 7"
- .007" thick is recommended
- *Post-It* notes are not accepted

Polybag

- The paper is bagged every day
- Ad bags may be substituted
- Sunday bags
 - 1.25 Mil. thickness required
 - 10" x 23" on Headers
- Monday through Saturday bags
 - Mil. thickness required
 - 8" x 23" on Headers
- Sampling bags must be approved

DISTRIBUTION DAYS:

Machine-Inserted Newspapers

Automated-inserting takes place for these publication days: Deadline is 15 to 20 days prior to publication.

Supplied inserts must be in warehouse 10 days prior publication.

- Wednesday
- Thursday
- Friday
- Saturday
- Sunday

Carrier-Inserted Newspapers

Limited quantities, hand-inserted by carriers into home-delivered papers with an additional \$10-per-thousand fee for these publication days:

- Monday
- Tuesday

TMC Marriage Mail

Non-subscriber inserts, along with the Florida Pennysaver, are delivered by the U.S. Postal Service with the great majority of households receiving the package on Wednesday.

INSERT DIMENSIONS:

Newspaper

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

TMC (Florida Pennysaver)

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

INSERT QUANTITIES:

Newspaper

- 10,000 minimum quantity
- May run-out in one zip/zone

TMC (Florida Pennysaver)

- 10,000 minimum quantity
- Must completely fill any zip ordered

CIRCULATION:

Varies substantially due to our area's seasonality. For the most satisfactory inserting results, please contact your Palm Beach Post advertising executive for projected quantities in zip codes or zones for a specific publication date.

DIRECT MAIL:

Direct mailings are available to reach newspaper non-subscribers. You may choose to mail to year-round or seasonal residents, or both. A simple mailing to non-subs incurs a fee of \$39-per-thousand, plus the cost of the postage.

CONTRACT ACCRUAL:

Distribution revenue accrues to the advertiser's ROP contract and counts toward contract fulfillment. To calculate the equivalent in ROP linage, divide the distribution revenue by the ROP contract rate that was in effect on the day of insert publication.

DELIVERIES:

Driving directions to our dock

- (561) 820-4333

Questions regarding deliveries

- (561) 820-4234 or (561) 820-4236

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:

Monday – Friday: 7:30am - Midnight

Saturday: 8:30am – 2:00pm

Closed on Sundays and Holidays

Fliers for Newspaper, TMC or Mail must be on skids. Maximum skid height is 5'6" and max weight is 1,800-lbs. Skids are 40" x 48" and brick-stacked with slip sheets between rows and 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.