Local Insert Rates

Annual Quantity:	Number of Pages (cost per thousand in net amounts) Single	4-6	8-10	12-20	24-30	32-40	42-52	54-64	66-76	78-88
10,000 - 99,999	$37	$39	$46	$49	$51	$53	$56	$61	$77	$94
100,000 - 199,999	$36	$37	$44	$47	$49	$51	$53	$60	$74	$90
200,000 - 349,999	$35	$36	$43	$46	$48	$50	$52	$59	$73	$89
350,000 - 499,999	$34	$35	$41	$45	$47	$48	$51	$58	$72	$88
500,000 - 649,999	$33	$34	$40	$44	$46	$48	$50	$57	$71	$87
650,000 - 799,000	$32	$33	$39	$43	$45	$46	$49	$57	$70	$86
800,000 - 999,000	$31	$32	$38	$42	$44	$45	$48	$56	$69	$85
1.0 Mil - 1.25 Mil	$30	$32	$38	$42	$44	$45	$48	$56	$69	$85
1.26 Mil - 1.5 Mil	$29	$31	$37	$40	$43	$44	$48	$56	$69	$85
1.6 Mil - 1.75 Mil	$27	$31	$37	$40	$43	$44	$48	$56	$69	$85
1.76 Mil - 2.0 Mil	$26	$30	$36	$39	$42	$43	$48	$56	$69	$85
2.1 Mil - 2.5 Mil	$24	$30	$36	$39	$42	$43	$48	$56	$69	$85
2.6 Mil - 3.0 Mil	$23	$29	$35	$38	$40	$42	$48	$56	$69	$85
3.1 Mil - 4.5 Mil	$22	$29	$35	$38	$40	$42	$48	$56	$69	$85
4.6 Mil - 6.0 Mil	$21	$29	$34	$37	$39	$40	$48	$56	$69	$85
6.1 Mil - 7.5 Mil	$21	$28	$34	$37	$39	$40	$48	$56	$69	$85

The Gazette can zone your pre-printed insert by zip code, provided there are at least 1,000 of our publications in the selected zip codes. Minimum purchase of 5,000 inserts.

- Insert space deadline: Thursday, noon prior to publication.
- Inserts should be delivered to Comprint no later than 5 p.m. on the Friday prior to publication.
- Add 2 percent overage for spoilage.
- The Gazette has a secure warehouse for insert storage.
- The printer shreds and recycles excess inserts unless instructed otherwise.
- Inserts should be delivered bundled, boxed or banded on skids labeled with:
  - Publication/zone name, i.e. Gaithersburg Gazette, Frederick Gazette, etc.
  - Insert name (company and headline) • Total quantity • Date to be inserted
- Each box/bundle/skid should be labeled with the above information. Also, please note on each box/bundle/skid the total number in the shipment and the specific box/bundle/skid, i.e. 1 of 8, 2 of 8, 3 of 8, etc.
- The preferred method for skids is to wrap unstrapped bundles in stacks of 50-100 (depending on thickness of the individual pieces), with corner protectors, and a protector for the top.
- The best type of paper to use for a single sheet insert is 60 lb.
- Slick coated stock sheets are difficult to insert (machine tends to insert multiples).
- Inserts that are the same size as the newspaper stick out and bend.
- Minimum size requirement is 5" wide x 7" deep. Maximum is 9.5" x 11.5" deep.
- Inserts can be a single sheet, or multiple pages. If multiple pages, there must be a closed folded edge on at least one side. Bi-folds and tri-folds are OK, but a "Z" (accordion) fold will not be acceptable.
- See Comprint address on page 16 (back cover) for delivery. *All costs are net.*

Bag-vertising...better than being on the front page!

Quantity	1 Color 1 Side	1 Color 2 Sides	2 Colors 1 Side	2 Colors 2 Sides	3 Colors 1 Side	3 Colors 2 Sides	4 Colors 1 Side	4 Colors 2 Side
100-M	47.54	49.45	48.94	50.90	50.34	52.36	51.69	53.76
250-M	43.18	44.91	44.58	46.37	45.30	47.10	47.26	49.17
500-M	39.93	41.50	40.49	42.11	41.72	43.40	43.46	45.25

Your advertisement can appear on the outside of the plastic newspaper delivery bag against a contrasting white background. It guarantees that your message will be noticed by the more than 536,000 homes that receive The Gazette or The Star each week. Or if you prefer a more targeted approach, use the bags only in the zones of your choice. Even with our minimum requirement of 100,000, you can saturate many communities without the increasingly high cost of direct mail. And best of all, you can use the 100,000 minimum over a six-month period. Image area is 5x15 on opaque film. In the pricing, Black is a color. $250 per color per plate. All costs are net.

Call your marketing consultant for deadline information and pricing.

Ad contract terms

Page placement: Our priority is to give local businesses placement as far forward as possible in their local papers, but we cannot guarantee page position for any advertiser. Premium placement for a 15% additional charge is an option on a space available basis.

Competitor's ads: We cannot guarantee that you will not be placed on the same page as a similar business segment.

Deadlines: To ensure we have time to create the best ad possible, we like to allow a minimum of 7 days before publication to receive space reservations and ad copy (for those we are creating). Our final deadline is Friday at noon prior to the Wednesday/Thursday publication date, except for holiday weekends. We cannot guarantee proofs, or be responsible for errors, if the ad is reserved or submitted after deadline. All ads must have final approval by Monday at noon.

Credits: If errors occur, our priority is to do everything we can to correct the problem and ensure you are satisfied with the resolution. Every ad that runs has value, provided that any reasonable person would understand the message and have the opportunity to respond to it. If the ad is unreadable or otherwise rendered useless, then The Gazette will run the ad again free or provide a full credit. Other errors will be taken on a case-by-case basis and we will respond with partial credits or other means of compensation, provided the error was our responsibility. The Gazette assumes no responsibility for errors in camera-ready ads or changes submitted after deadline.

Discounts: Customers are entitled to combination and frequency discounts. Combinations are based on the number of zones purchased. The discount increases with each zone added. Customers receive frequency discounts for purchasing 13 insertions a year or more. The discount is for frequency and is unrelated to ad size or number of ads in a given week.

Billing: A billing statement is mailed to you once a month for the previous period's advertisement(s) if there is a balance on the account. All accounts must be paid by the 30th of the statement month.

Credit policy: First-time customers must pay in advance. Anyone wishing to apply for credit must complete a credit application, which is usually processed within 2-3 business days. We do provide a courtesy credit limit of $500.00 that can be used during the credit evaluation process. If the application is approved, payment for the entire balance is due by the 30th of the statement month. If the application is not approved, you must prepay for all advertising.