

## Preprinted Inserts

# 2009 Preprinted Insert Rates

### Newspaper Full Run

Page Size	Frequency 0-12	Frequency 13-30	Frequency 31-50	Frequency 51-70	Frequency 71 or more
Single Sheet	\$46.00	\$41.00	\$40.00	\$39.00	\$36.00
4 Tab; 2 Standard	\$49.00	\$44.00	\$42.00	\$41.00	\$38.00
8 Tab, 4 Standard	\$62.00	\$56.00	\$48.00	\$44.00	\$40.00
12 Tab, 6 Standard	\$73.00	\$67.00	\$57.00	\$48.00	\$42.00
16 Tab; 8 Standard	\$84.00	\$73.00	\$63.00	\$52.00	\$44.00

### 7,000 to 10,999

Single Sheet	\$48.00	\$43.00	\$42.00	\$41.00	\$38.00
4 Tab; 2 Standard	\$51.00	\$45.00	\$44.00	\$43.00	\$40.00
8 Tab, 4 Standard	\$64.00	\$57.00	\$50.00	\$46.00	\$42.00
12 Tab, 6 Standard	\$75.00	\$70.00	\$59.00	\$50.00	\$44.00
16 Tab; 8 Standard	\$86.00	\$76.00	\$66.00	\$54.00	\$46.00

### Less than 7,000

Single Sheet	\$50.00	\$45.00	\$44.00	\$43.00	\$40.00
4 Tab; 2 Standard	\$53.00	\$47.00	\$46.00	\$45.00	\$42.00
8 Tab, 4 Standard	\$67.00	\$59.00	\$52.00	\$48.00	\$44.00
12 Tab, 6 Standard	\$77.00	\$72.00	\$61.00	\$52.00	\$46.00
16 Tab; 8 Standard	\$88.00	\$78.00	\$68.00	\$56.00	\$48.00

For tabs 20 pages or more add \$2.00 per thousand for every 4 pages.  
These rates are billed net and are non-commissionable.

## Guidelines For Preprinted Inserts

### a. Availability

Inserts are accepted for publication Monday through Saturday. Contact your representative for information on zoned distribution by area or zip code.

### b. Quantity

Contact The Inter-Mountain advertising department at (304) 636-2127 for the most recent ABC audited circulation figures.

### c. Reservations and Deadlines

Preprints are accepted by reservation only. An insertion order should be sent that includes the insertion date, description and quantity for each preprinted advertisement that is to be inserted during that month. Preprinted advertising that is scheduled for insertion should be delivered five days prior to the insertion date.

### d. Adjustment of Rates

The Inter-Mountain reserves the right to adjust the quoted insertion rate on an individual basis if the materials received are not in agreement with the insertion order regarding size and number of pages.

### e. Shipping and Packing Requirements

The following information must be placed on each skid (or carton if inserts are not shipped on skids) for accurate identification in our warehouse:

- Printer's name and address
- Advertiser's name
- Publication date
- Quantity of preprints on each skid
- A copy of the insert on two (2) sides of each skid (or carton if inserts are not shipped on skids).

## Shipping and Receiving

**Deliveries are accepted from 8:30 a.m. to 4:30 p.m. Monday through Friday.**

**Pre-printed advertising should be shipped to the following address:**

The Inter-Mountain Newspaper, 520 Railroad Avenue, Elkins, WV 26241

Attention: Circulation

**For Directions Call: (304) 636-2122**