

INSERTS

GENERAL OVERVIEW

Inserts for the World News are handled through the Gainesville Sun in Gainesville, Florida. Currently, we print 8,300 or more newspapers each month and home deliver 6,300 or more of those newspapers. The advertiser is responsible for printing the inserts and delivering them to the Gainesville Sun. The cost is \$70 per 1,000 for insertion. Please call (352) 387-7466 to get the current print total

DEADLINE

Prepayment is required and needs to be received by noon on the 12th of the month prior to publication date. Should an account become overdue (for 30 days), the insert will be pulled and any contract in force will be voided. Acceptable payment methods include cash, check (payable to The World News and mailed to address above), or credit card (over the phone or online (instructions on invoice)).

DELIVERY

In order to better handle inserts, please label and deliver them to the following address 7 days prior to publication:

Gainesville Sun
2700 SW 13th Street
Gainesville, FL 32608
ATTN: ON TOP OF THE WORLD NEWS

RECEIVING

1. Inserts need to be in-house (Gainesville Sun) 7 days prior to publication but not more than 14 days prior.
2. All boxes/pallets should have the following information on them:
 - Insert name
 - Product it is to be inserted into (On Top of the World News)
 - Insertion date
 - Quantity per box/skid and total quantity shipped
 - Number of boxes/skids in shipment
3. Multiple publication dates must be treated as separate inserts with their own marked pallets and receiving paperwork.
4. Skidded inserts need to be stacked on non-refundable skids not to exceed 44" x 48".
5. All inserts should be well jogged and "brick" stacked. No products should overhang the bottom stack.
6. 4" and not more than 12".

PRINTING GUIDELINES

A sample of the insert must be emailed to otownews@otowfl.com prior to printing for approval. Inserts not meeting the following specs may be accepted but only after determining their ability to run on equipment.

- Products on newsprint or equal weight paper stock should be a minimum of four (4) broadsheet pages or eight (8) tabloid pages.
- Single sheet products should be on a minimum 75 pound non-porous cover stock. Not responsible for multiples if underweight paper used.
- Minimum insert thickness is .012"
- Maximum size accepted is 12-1/2" across the spine (folded edge) x 11-1/4"
- Minimum accepted size is 7" x 5"
- Free sample attached inserts are generally not accepted but they will be evaluated on an individual bases after successfully test running them. There should be nothing like cards, envelopes, coupons, etc. attached to the outside of the insert.