

INSERTS

GENERAL OVERVIEW

Inserts for the World News are handled through The Villages Media Group in The Villages, Florida. Currently, we print 10,200+ newspapers each month and home deliver 8,100+ of those newspapers. The advertiser is responsible for printing the inserts and delivering them to The Villages Media Group. 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 by 3:30 p.m. to the following address 7 days prior to publication:

The Villages Media Group/Daily Sun Receiving & Shipping
4970 Orba Drive
Sumterville, FL 33585
ATTN: ON TOP OF THE WORLD NEWS

RECEIVING

1. Inserts need to be in-house (The Villages Media Group) 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.

PRINTING GUIDELINES

A sample of the insert must be emailed to otownnews@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.

- Maximum size: 11" x 11" (size across the fold/spine of the product)
- Minimum size: 7" x 5" (size across the fold/spine of the product)

PACKAGING REQUIREMENTS

The following specifications should be used to ensure your inserts are in usable condition when received:

- Inserts must be suitable for machine insertion with individual bundles, not tied or banded.
- All inserts must be stacked on pallets in consistent bundles and be well jogged.
- Please avoid curling the inserts when wrapping the skids.
- Cardboard or suitable sheets should be placed between layers.
- Pallets must have the clearance to accommodate a forklift or pallet jack.
- A skid tag must be displayed with a sample of the product on the two opposite sides of the skid.
- Do not double stack pallets on the truck

The publisher reserves the right to reject any ad which, in his judgment, would not be in the best interest of the residents of On Top of the World Communities.