



# Inserts

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**NAPLES DAILY NEWS** 1100 Immokalee Road, Naples, FL 34110

## PrePrints Single Sheet (from 5.5"x8.5" to 10"x11") \$37.00

# OF PAGES	1 TO 11 TIMES PER YEAR	12 TO 23 TIMES PER YEAR	24 TO 49 TIMES PER YEAR	50 + TIMES PER YEAR
8 tab or less	\$55.00	\$41.50	\$40.50	\$39.00
9-16 tab or less	\$57.50	\$44.00	\$43.00	\$41.50
17-24 tab or less	\$58.50	\$45.00	\$44.00	\$42.50
15-28 tab or less	\$60.00	\$46.50	\$45.50	\$44.00
29-36 tab or less	\$65.00	\$51.50	\$50.50	\$49.00

### TERMS

- ADD \$1.00 PER THOUSAND FOR EACH 4 TAB SIZE PAGES OVER 36
- Add 25% to rates for zoning.
- Preprints subject to approval prior to insertion.
- Partial pages, gatefolds or flaps up to one half of the page size of a preprint will be charged as one additional page.
- Sizes exceeding one half the page size of a preprint will be charged as two additional pages.
- Preprints of unusual size, shape or weight will be priced on an individual basis.
- Folded size cannot be less than 5.5"x 8.5" or larger than 10"x 11".

NET RATES PER THOUSAND. CALL 30 DAYS IN ADVANCE TO CONFIRM RATES.

## QUANTITY REQUIREMENTS 2010

\*Revised regularly to adjust for seasonal changes. Last revision date 6/29/2010

2010	SUNDAY	DAILY	2010	SUNDAY	DAILY
<b>JANUARY</b>			<b>JULY</b>		
3-Jan	72,000	1st week 68,000	4-Jul	41,000	1st week 34,000
10-Jan	80,500	2nd 73,500	11-Jul	41,000	2nd 34,500
17-Jan	82,500	3rd 76,500	18-Jul	41,000	3rd 33,500
24-Jan	85,500	4th 77,000	25-Jul	40,500	4th 33,500
31-Jan	87,500	5th 79,000	<b>AUGUST</b>		
<b>FEBRUARY</b>			1-Aug	40,500	1st week 33,000
7-Feb	90,000	1st week 80,500	8-Aug	40,000	2nd 33,500
14-Feb	90,000	2nd 81,000	15-Aug	40,500	3rd 32,000
21-Feb	91,000	3rd 81,500	22-Aug	41,500	4th 33,500
28-Feb	91,000	4th 80,000	29-Aug	40,500	5th 34,000
<b>MARCH</b>			<b>SEPTEMBER</b>		
		1st week 80,000	5-Sep	41,000	1st week 34,500
7-Mar	90,000	2nd 80,000	12-Sep	42,000	2nd 36,000
14-Mar	89,000	3rd 78,000	19-Sep	41,000	3rd 35,500
21-Mar	88,000	4th 74,500	26-Sep	42,000	4th 36,500
28-Mar	86,500	5th 74,500	<b>OCTOBER</b>		
<b>APRIL</b>			10/3	42,500	1st week 37,500
4-Apr	84,000	1st week 75,000	10/10	44,500	2nd 39,500
11-Apr	81,500	2ND 71,000	10/17	46,500	3rd 42,000
18-Apr	74,500	3RD 63,000	10/24	51,500	4th 46,000
25-Apr	72,000	4TH 62,500	10/31	55,500	5th 49,500
<b>MAY</b>			<b>NOVEMBER</b>		
2-May	70,000	1st week 60,500	11/7	59,500	1stweek 53,000
9-May	64,000	2nd 55,500	11/14	63,500	2nd 56,000
16-May	57,500	3rd 50,500	11/21	63,500	3rd 58,000
23-May	53,000	4th 46,500	11/28	65,500	4th 54,000
30-May	48,500	5th 43,000	<b>DECEMBER</b>		
<b>JUNE</b>			12/5	64,000	1st week 54,500
6-Jun	45,500	1st week 41,000	12/12	65,000	2nd 53,500
13-Jun	45,000	2nd 36,500	12/19	62,500	3rd 52,000
20-Jun	41,500	3rd 34,000	12/26	60,000	4th 47,000
27-Jun	40,500	4th 33,500			

Zoning by zip code accepted Tuesday through Saturday. Not accepted Sunday. No inserts accepted on Monday's. Holidays and the day following holidays subject to availability and approval. Minimum quantity 10,000.

## SHIPPING REQUIREMENTS

### DEADLINES:

Reservation of space and delivery of materials must be received 10 days prior to publication. Preprints subject to approval prior to insertion. Publisher reserves the right to reject or cancel any advertisement at any time. NO BROKERED SPACE ACCEPTED.

### PALLET LOADING:

- NO DOUBLE STACKED PALLETS ACCEPTED.
- Preprinted supplements must be properly jogged in turns of a minimum of 4 inches to a maximum of 12 inches.
  - Supplements must be suitable for machine inserting and must not be tied or banded.
  - Supplements must be brick stacked with interlocking layers.
  - All supplements must be stacked on pallets in consistent lifts and be well jogged and securely banded.
  - The entire pallet must be well protected.
  - Stacked product should cover the pallet and never protrude beyond the limits of the pallet.
  - A sheet of cardboard or suitable material, not waxed or coated, should be placed between layers to help keep supplements flat.
  - Folded edges should be turned towards the inside of the load whenever possible to prevent damage.
  - Pallet top must be wood or a sturdy equivalent the same size as the pallet base in order to keep the top flat and protect the product
  - Banding should be tight without pulling down and bending the top turn or pulling loose the pallet flooring. There should be a minimum of four bands on each load.

DELIVERY: Accepted Monday - Friday 9am to 5pm & 7pm to Midnight • Saturday 9am to 5pm  
 SHIPPING ADDRESS: Naples Daily News • 1100 Immokalee Rd, Naples, FL, 34110 DIRECTIONS HOTLINE: 239-435-3400  
 FOR MORE SPECIFIC DELIVERY INFORMATION CALL GLEN WILLIAMS (239) 263-4882