



Inserts

Please address all correspondence to:

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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

*Revised regularly to adjust for seasonal changes. Last revision date 4/18/2011

2011	SUNDAY	DAILY	2011	SUNDAY	DAILY
JANUARY			JULY		
2-Jan	68,500	1st week 63,000	3-Jul	39,000	1st week 31,000
9-Jan	69,000	2nd 63,000	10-Jul	38,500	2nd 31,500
16-Jan	77,000	3rd 67,500	17-Jul	38,500	3rd 31,500
23-Jan	81,000	4th 70,500	24-Jul	37,500	4th 30,000
30-Jan	84,000	5th 71,500	31-Jul	37,500	5th 30,000
FEBRUARY			AUGUST		
6-Feb	84,000	1st week 73,000	7-Aug	37,500	1st week 30,000
13-Feb	85,500	2nd 74,500	14-Aug	37,500	2nd 30,000
20-Feb	87,000	3rd 76,000	21-Aug	37,500	3rd 30,000
27-Feb	87,000	4th 75,000	28-Aug	37,500	4th 30,000
MARCH			SEPTEMBER		
6-Mar	85,500	1st week 74,500	4-Sep	38,000	1st week 30,000
13-Mar	85,500	2nd 74,500	11-Sep	38,500	2nd 31,000
20-Mar	85,000	3rd 73,500	18-Sep	38,500	3rd 31,000
27-Mar	84,500	4th 72,500	25-Sep	38,500	4th 31,500
APRIL			2010 SUNDAY DAILY		
3-Apr	82,000	1st week 66,500	OCTOBER		
10-Apr	74,000	2nd 65,000	10/3	42,500	1st week 37,500
17-Apr	74,000	3rd 62,000	10/10	44,500	2nd 39,500
24-Apr	70,500	4th 58,500	10/17	46,500	3rd 42,000
MAY			10/24	51,500	4th 46,000
1-May	66,000	1st week 54,000	10/31	55,500	5th 49,500
8-May	60,000	2nd 48,500	NOVEMBER		
15-May	54,000	3rd 44,000	11/7	59,500	1st week 53,000
22-May	50,000	4th 41,000	11/14	63,500	2nd 56,000
29-May	47,000	5th 39,000	11/21	63,500	3rd 58,000
JUNE			11/28	65,500	4th 54,000
5-Jun	43,500	1st week 37,000	DECEMBER		
12-Jun	41,500	2nd 35,000	12/5	64,000	1st week 54,500
19-Jun	40,500	3rd 32,000	12/12	65,000	2nd 53,500
26-Jun	39,000	4th 31,000	12/19	62,500	3rd 52,000
			12/26	60,000	4th 47,000

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