

PRE-PRINTED FREE STANDING INSERTS

The majority of *Catholic New York* readers receive their bi-weekly issues by mail right in their home. You have the opportunity to insert your pre-printed inserts at a fraction of what it would cost to mail them directly to the subscriber households. Inserts can reach our total circulation or you may select either of two zones. *Catholic New York's* paid circulation covers the 3 New York City boroughs plus the 7 NY Metro Area counties in the Archdiocese of New York listed below. The option of full run or zone distribution enables inserts to reach your target markets better.

PRE-PRINTED INSERT RATES

# of Pgs	Net Cost Per M	Total Circulation (All 10 Counties)	City Zone Manhattan, Staten Island, Bronx	Suburban Zone Westchester, Rockland, Putnam, Orange, Ulster, Dutchess, Sullivan
		92,529	39,478	53,051
1-4	\$48.00	\$4,441.39	\$1,894.94	\$2,546.45

- Rates are non-commissionable, net to *Catholic New York*.
- Circulation data quoted is based on our annual postal statement.
- Costs are estimated; exact cost will be based on actual circulation of the issue but no higher than the amount ordered.
- More than one insert could appear in an issue or zone – no exclusives granted.
- Inserts are subject to prior approval and must meet all U.S. Postal and inserting requirements.
- Send sample insert or pdf of planned insert to your *Catholic New York* Account Executive for advance approval before scheduling the insert.
- Pre-printed inserts must be delivered no later than 1 week before the issue date and should include the total circulation to be distributed plus 500 additional copies to cover spoilage.
- Send 12 copies of the actual pre-printed insert to your *Catholic New York* Account Executive for weight and size verification.

PRE-PRINTED INSERT SHIPPING SPECIFICATIONS:

Inserts are to be delivered prepaid Monday through Friday from 8 am to 4 pm. Other receiving hours are available upon request. Bill of lading must have name of account, number of skids, amount per skid, total quantity, publication date and name of publication in which preprint is to be inserted.

Inserts are to be brick-stacked, in consistent turns of 100 – not to exceed 500 per bundle, and NOT tied, with the entire skid strapped or encased in plastic (shrink wrap should not curl edges on inserts).

SHIP ALL INSERTS TO:

Logistics Supervisor, The Record
100 Commons Way, Rockaway NJ 07866
973-586-8133 or 973-586-8063