

PREPRINTED INSERTS

Full distribution. Or targeted.

The Roanoke Times is an effective vehicle for delivering your preprinted insert to consumers. We offer full distribution of your insert or you can choose to target households at the zip code level. Insertion of your insert is available every day except Monday. Unlike mail, we can deliver your insert on Sundays and holidays (except those that fall on Mondays). In addition, you can target non-subscribers in the Roanoke Metro Area and the New River Valley with our total market coverage (TMC) product, and achieve virtually total saturation.

Minimum preprinted insert quantity is 5,000 pieces or one zip code (except 24070, 24127 or 24011).

Like the idea of a preprinted insert but don't have an insert to give us? Talk to us about creating and distributing an insert for your company. We can design, print and distribute a Complete Package Insert (CPI) for you -- all for less than the cost of a stamp!

Insertion is available Tuesday through Sunday.

SPECIFICATIONS:

- Minimum size is 3 x 5 in.
- Maximum size is 10 x 12 in.
- Folding: All 4-page tabloid inserts should arrive quarterfolded. All tabloid inserts larger than four pages should arrive flat.

PREPRINTED INSERT SIZES

Card = a single page up to 10 x 12 in.
Flexi = 80 sq. in. or less
Tab = 80.25 sq. in. to 183 sq. in.
Standard = over 183 sq. in.

SHIPPING INFORMATION:

- Shipping address: 201 W. Campbell Avenue, Roanoke, VA 24010
- Shipping must be paid in advance.
- Inserts should arrive on skids no greater than 5 ft. high.
- Inserts may be received at our freight dock from 6 a.m. until 6 p.m., Monday through Friday.

INSERTION GUIDELINES:

Please adhere to the following guidelines to ensure that preprinted inserts are distributed according to your request.

- **Thickness.** The ideal thickness is 8- or 12-page tab. Products that are book-like in thickness may cause the insertion machinery to miss more frequently. Conversely, extremely thin products are prone to multi-insertion.
- **Paper type.** 20 lb. paper or better is required. Lower-quality paper, such as tissue paper or recycled paper, is easily torn.
- **Viscosity** (slickness). A matte finish is the best to reduce static and decrease double folds. Paper that is very glossy and slick is prone to being inserted twice in one newspaper and omitted from the next.
- **Type of fold.** Uncommon types of folds or unusual locations of the fold, such as spadeas, gatefolds and tri-folds, can cause tearing. Positioning spadeas on the inside of the product can reduce the chance of insertion problems.
- **Paper weight.** Minimum is 20 lbs.
- **Page count.** Minimum page count is 4-page tab/flexi, 2-page standard. Maximum page count is 96-page tab, 48-page standard.



If you have concerns about the acceptability of your product, please call your account executive in advance of the printing.