

The Pre-Printed Insert is a free-standing insert delivered to LEDGER, NEWS CHIEF AND REPORTER subscribers and non-subscribers.

RETAIL PRE-PRINTED INSERTS

Ledger • News Chief • Reporter • PolkVoice

Pre-Printed Inserts offer advertisers stand-alone identity with unduplicated coverage of the Polk County market.

Please contact our Insert Coordinator (863) 802-7447 for quantities needed for specific publication dates. Preprinted material must be neatly packed on standard sized pallets or in cartons and must be suitable for use in mechanical inserting equipment. Pallet loads must not exceed 2,000 pounds per pallet.

Frequency discount applied to number of inserts run in 12-month contract period. Insert linage may be applied toward fulfillment of ROP bulk contract. Preprint revenue will be divided by current daily contract rate and the equivalent number of inches will be applied toward credit. Preprint linage does not qualify for rebate. Circulation fluctuates by season in direct relation to fluctuation of occupied households. Preprint reservation deadline: 10 days prior to publication and delivery. Inserts should be delivered to THE LEDGER loading dock freight prepaid, on disposable skids, brick layed in equal turns. Add \$1 per thousand for each additional 4 pages over 40. Add \$2 CPM to less than full quantity insertion

Deadline is 15 weekdays prior to publication

Sizes available (inches): 11 1/4" x 12" • 8 1/2" x 11" • 7" x 11" • 5 1/2" x 8 1/2"

Prices available upon request. Limited press availability, minimum quantity 15,000. Inserts deadline: must be in house 10 days prior

FULL DISTRIBUTION DAILY TABLOID (per thousand)

	Card	3-4 pgs.	5-6 pgs.	7-8 pgs.	9-12 pgs.	13-16 pgs.	17-20 pgs.	21-24 pgs.	25-40 pgs.
1X	38.00	41.00	46.00	56.00	65.00	67.00	69.00	71.00	73.00
12X	31.00	36.00	41.00	44.00	56.00	58.00	60.00	62.00	64.00
24X	30.00	35.00	40.00	43.00	55.00	57.00	59.00	61.00	63.00
36X	29.00	34.00	39.00	42.00	54.00	56.00	58.00	60.00	62.00
48X	28.00	33.00	38.00	41.00	53.00	55.00	57.00	59.00	61.00
72X	27.00	32.00	37.00	38.00	50.00	53.00	55.00	57.00	59.00
84X	26.00	31.00	36.00	37.00	49.00	52.00	54.00	56.00	58.00
96X	25.00	30.00	35.00	36.00	48.00	51.00	53.00	55.00	57.00
108X	24.00	29.00	34.00	35.00	47.00	50.00	52.00	54.00	56.00
120X	23.00	28.00	33.00	34.00	46.00	49.00	51.00	53.00	55.00
130X	22.00	27.00	28.00	30.00	37.00	45.00	46.00	50.00	51.00

FULL DISTRIBUTION (SUNDAY) TABLOID (per thousand)

	Card	3-4 pgs.	5-6 pgs.	7-8 pgs.	9-12 pgs.	13-16 pgs.	17-20 pgs.	21-24 pgs.	25-40 pgs.
1X	39.00	42.00	47.00	57.00	66.00	68.00	70.00	72.00	74.00
12X	32.00	37.00	42.00	45.00	57.00	59.00	61.00	63.00	65.00
24X	31.00	36.00	41.00	44.00	56.00	58.00	60.00	62.00	64.00
36X	30.00	35.00	40.00	43.00	55.00	57.00	59.00	61.00	63.00
48X	29.00	34.00	39.00	42.00	54.00	56.00	58.00	60.00	62.00
72X	28.00	33.00	38.00	39.00	51.00	54.00	56.00	58.00	60.00
84X	27.00	32.00	37.00	38.00	50.00	53.00	55.00	57.00	59.00
96X	26.00	31.00	36.00	37.00	49.00	52.00	54.00	56.00	58.00
108X	25.00	30.00	35.00	36.00	48.00	51.00	53.00	55.00	57.00
120X	24.00	29.00	34.00	35.00	47.00	50.00	52.00	54.00	56.00
130X	23.00	26.00	29.00	31.00	38.00	46.00	47.00	51.00	52.00

All Inserts will be billed as tabs. Thanksgiving and Christmas are charged at Sunday rates. Full Run quantity required on Thanksgiving.

Polk County's Total Multimedia Advertising Source • In Print & Online • www.polkadsource.com