



Reach boomers and active seniors with your message where they are.





2018 RATES

PRE-PRINTED INSERTS RATES

\$100 per thousand copies
3,000 minimum

Newspaper inserts continue to be one of the most influential marketing channels with the power to affect consumers' buying choices. Inserts help consumers find what they need at an affordable price while increasing brand awareness. A survey conducted by MORI research found that 70% of consumers "regularly" or "occasionally" read newspaper inserts. Another survey conducted by Valassis found that within 30 days of viewing a newspaper insert, 30% of people went online to get more information. Now, that's effective!

Pre-printed (you provide the inserts) inserts are \$100 per thousand (3,000 minimum)

Minimum size: 3" X 5"

Maximum size: 8.5" X 11"

Larger inserts can be folded for a fee if necessary. Please request a quote.

NOTE: For all inserts provide at least 2% excess copies to account for waste, doubles, etc. More extra copies are required if stock lighter than 60 or 70 lbs. is used.

Paper Stock:

At least 60 or 70 lb., non-glossy stock is preferred. Lighter weight stock may be used, but can result in double or triple copies being inserted. Glossy stock is NOT recommended, as it builds up static causing copies to stick together.

Delivery:

Pre-printed inserts should be shipped so they are delivered at least two weeks prior to print date to: Graphic Developments, Inc., 80 Mayflower Drive, Hanover, MA 02339. They may also be dropped off to the Graphic Developments loading dock.

Labeling:

All boxes should also be marked with the following information:

1. For South Shore Senior News _____ issue (fill in the month of publication).
2. Quantity of inserts inside.
3. Name of client.

ALL INSERTS MUST BE PAID FOR IN ADVANCE, THANK YOU!