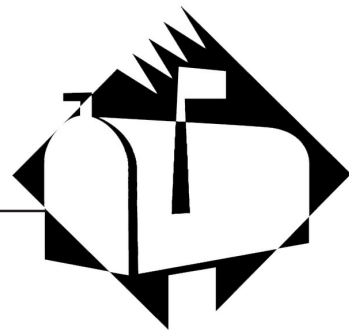


# INSERTS

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## — Price —

Prices are for inserting only and do not include printing of inserts. We can design and print inserts. Please check with your account executive for pricing information.

\$60/M - 8.5" x 11" single sheet

\$75/M - 11" x 17" sheet, folded to 8.5" x 11"

*Inserts other than these sizes will be priced according to weight.*

## — Sizes and Paper —

Inserts should be printed on 70# stock or heavier.

*Maximum size* - 12" long (along the folded edge) x 10" wide (perpendicular to folded edge)

*Minimum size* - 5" long x 7" wide for cards and envelopes.

Quarter Folded Inserts - 8.5" x 10.5"

Anything outside these specifications may be possible to run, but we cannot guarantee 100% insertion. Prior approval is necessary for anything outside of the specifications.

We cannot insert pieces printed with a mail permit on them.

## — Quantity —

*Full Run* - Inserts will be billed and should be provided for the full run of the zone.

*Zip Code* - Inserts can be placed in individual zip codes.

Please provide 1.5% waste factor. If printing on stock that is less than 70#, please provide 13% waste factor.

## — Reservation Deadline —

*The Shopper* limits inserts to three per edition. Insert reservations must be made one week prior to press deadline.

## — Insert Delivery and Labeling —

Inserts must be delivered to Bartash Printing, Inc. by the Friday prior to print date.

Please label all boxes of inserts with "The Shopper" and the zone the inserts are running along with the following information:

Bartash Printing, Inc.  
Attention: Lou Babilonia/Rich Gledhill  
5400 Grays Avenue • Philadelphia, PA 19143

Inserts are best sent by UPS or FedEx with a tracking number.

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# The SHOPPER

*Your Hometown, Direct-Mailed Advertising Magazine  
Established in 1981*

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