

Limited
Availability*
Only 4 inserts each
Tuesday/Wednesday & Friday

THE STAR-LEDGER'S TUESDAY, WEDNESDAY, FRIDAY RETAIL PREPRINT DISTRIBUTION RATES

(Cost Per Thousand)
Effective: November 1, 2008
All rates are net

	Pages -- Std/Tab.	Up to 4/8	6/12	8/16	10/20	12/24	14/28	16/32	18/36	20/40	22/44	24/48*
1	Over 300M 72,000 - 132,000	\$31.64	\$40.90	\$46.54	\$55.55	\$58.59	\$61.59	\$61.92	\$65.85	\$69.76	\$73.68	\$77.60
2	19,200 - 60,000	\$33.40	\$42.07	\$47.18	\$55.85	\$61.58	\$63.03	\$64.28	\$68.00	\$71.72	\$75.44	\$79.16
3	Open to 14,400	\$38.17	\$46.16	\$50.50	\$58.89	\$64.56	\$65.70	\$66.63	\$70.15	\$73.67	\$77.19	\$80.71
4	225M to 299M	\$42.92	\$50.25	\$53.79	\$61.93	\$66.56	\$68.32	\$68.99	\$72.31	\$75.63	\$78.95	\$82.27
5	150M to 224M	\$52.43	\$57.32	\$60.42	\$68.03	\$72.21	\$73.82	\$74.23	\$77.43	\$80.63	\$83.82	\$87.02
6	100M to 149M	\$52.43	\$57.32	\$60.42	\$68.03	\$72.21	\$73.82	\$74.23	\$77.43	\$80.63	\$83.82	\$87.02
7	50M to 99M	\$57.31	\$61.04	\$63.74	\$71.09	\$75.01	\$76.60	\$77.10	\$80.37	\$83.62	\$86.89	\$90.14
	Minimum Charge	\$3,152.00	\$3,357.01	\$3,505.43	\$3,909.68	\$4,125.66	\$4,212.86	\$4,240.58	\$4,420.19	\$4,599.21	\$4,778.81	\$4,957.84

All Star-Ledger preprinted insert orders are assessed at their respective shipment quantity.
Add \$3.00 per thousand for each additional 4 pages over 48 pages.
Quantities less than 225M based upon availability at published deadlines.
Star-Ledger and Ledger Extra quantities ordered may be combined to determine applicable distribution rate.
*A cancellation fee up to 75% of the cost of insertion may apply if insert is cancelled after deadline.

**For more information, contact your Star-Ledger
Account Executive or Craig Bahnsen at (973) 392-4206.**

Insert Deliveries:

All Star-Ledger Insert shipments are due 6 days prior to the Tuesday/Wednesday and Friday insertion date.

All Tuesday, Wednesday and Friday Star-Ledger preprinted inserts must meet the following requirements:

1. No less than 6.25" across face, from fold.
2. No more than 11" across face, from fold.
3. No less than 8" length of fold.
4. No more than 12" length of fold.
5. 8-12 pages must run at a minimum of 50lb heavy stock and be discussed with mailroom.
6. 4-6 page tabs run on 75lb high bulk or coated stock.
7. Single page run on 150lb stock.
8. No more than 48 pages - tab and broad sheet.
9. Publisher reserves the right of acceptance based upon insert specification and format.

All advertising is subject to the Star-Ledger's non-conflicting advertising terms and conditions. Copies are available upon request.
Publisher may require cash with order. When tearsheets are requested, Publisher will provide electronic tearsheets to advertisers in lieu of paper tearsheets.



The Star-Ledger

DIRECT MARKETING

Preprint shipping requirements & delivery specifications

Packaging & Shipping

When supplements are incorrectly folded, packed or stacked or are mutilated in transit, our mechanical inserting equipment will not function properly. Some copies of the newspaper may be delivered with multiple inserts, some with none at all. At the advertiser's option, we will initiate intensified control measures to try to prevent misses or doubles on poor quality supplements. The advertiser may be billed any additional labor expenses incurred. Further, if the section is of such poor quality that circulation requirements may not be met, we reserve the right to drop the section from insertion. This action may have to be taken at any point along our production schedule. Please see that your printer and your shipper both receive this information.

- Inserts must be shipped freight prepaid on skids not over 5 feet high.
- Envelopes and cards must be in boxes.
- Binders must be put between each layer on skid.
- Heavy cardboard or wood should be put on top of skid before binding.
- Do not tie individual stacks or bundles.
- Pallets must be protected with plastic/shrink wrap.
- Heavy cardboard should be used to cover the entire skid before the first row is stacked, preprints should not protrude over the edges of the skid.
- Pallet banding should be tight without bending top turn or pulling flooring loose.
- The formula for each turn or batch of bundle is as follows:

2	pages (Std. or Tab) =	500-to a turn
4	pages (Std. or Tab) =	400-to a turn
8	pages (Std. or Tab) =	300-to a turn
10	pages (Std. or Tab) =	300-to a turn
16	pages (Std. or Tab) =	200-to a turn
24	pages (Std. or Tab) =	150-to a turn
48	pages (Std. or Tab) =	75-to a turn
56	pages (Std. or Tab) =	50-to a turn

Identification

Individual pallets must carry a corner tag visible from two sides of the pallet.

The pallet tag must contain the following information:

- Name of newspaper.
- Supplement name.
- Publication date of insert.
- Total number of supplement shipped.
- Number of copies on the pallet.
- Total number of pallets in the shipment.
- Individual pallet number i.e. "1 of 10" etc.
- Total pallet weight.
- Pallet tare weight.
- Number of copies in each lift.
- Name of printer and phone number.
- Multiple versions of the same product require A,B,C,D etc. identifications on front page of each preprint.

Bill of Lading

The Bill of Lading must include the following information:

- Total print order
- Number of inserts per pallet
- Total number of pallets
- Name of publication
- Name of the insert
- Publication Date

** Note: Federal Express and UPS have none of the above and should be included on or inside the boxes.

Printing Requirements

- A. Newsprint section - Use stock 30# or heavier. Pages size - 8 pages tab or 4 page standard minimum. Dimensions - Fold edge minimum 7 1/2" to maximum 12". Cut edge 5" minimum to 10-3/4" maximum.
- B. Cards, free standing stuffers, single sheet w/flap or 4 page tab minimum .007 thickness. Dimension - 5" x 7 1/2" up to 10-3/4" x 12".
- C. Mailer envelopes (glue seal only) Dimensions - Short seal 4-1/2" wide x 6-1/4" long. Seal - 6" wide x 7-1/4" long.
- D. Stitched sections only on fold or backbone and limited to 24 or more pages. Recommended NO STAPLES.
- E. Cards, coupon, envelopes, etc., are not to be attached to the outside pages of any supplement.

Exceptions to any of the above will be handled on an individual basis and will be accepted upon completion of satisfactory testing. Half tabloid or "Flexi" pages. 7" x 10" (or smaller), 5" x 7" (minimum size accepted). Minimum of 8 pages on flexies. Preprints should not be individually wrapped in plastic or collated pieces in plastic; these will not run through the insert machines. These inserts, along with food samples and unused pieces can be delivered as a separate piece.

Inserts not adhering to deadlines and specification will not be accepted.

For any further questions, please call our Preprint Coordinator at 973-392-1847.

Delivery

Tuesday/Wednesday Inserts: Due 6 days prior to the Tuesday/Wednesday insertion date.

Friday Inserts: Due the Friday prior to insertion date.

Thursday Inserts: Due 9 days prior to the Thursday insertion date. Thanksgiving day insert shipments are due 14 days prior to the Thursday (Holiday) insertion date.

Sunday Inserts: Accepted 9-10 days prior to the insert date only. Earlier delivery dates apply for holiday weekends.

Shipments for THE STAR-LEDGER inserts should be delivered to:

The Star-Ledger • 20 Duke Road, Piscataway, NJ 08854 • 732-560-1563
Mon. - Thurs. 6AM - 7PM, Fri. 7AM - 7PM, Sat. 7AM - 3PM

Shipments for LEDGER EXTRA inserts should be delivered to:

American Color • 250 Heller Park Court • Dayton, NJ 08810 • 732-438-8270
Monday through Friday 9AM - 5PM

Alternate delivery times are made by appointment only and must be set up at least 48 hours in advance of our regular order deadlines.

Shipments of multiple publication dates are not accepted - Contact your Star-Ledger Account Executive or call Direct Marketing at 973-392-1796.

