

## PREPRINTED INSERT RATES & STANDARDS

### *Preprint Insert Rate Structure* (All rates net. Available with signed annual contract)

#### CIRCULATION BASED ON TAB PAGES (cost per thousand in net amounts)

Per Year	Single Sheet	Up to 4	6-8	10-12	14-16	18-28	30-40	42-52	54-64	66-76	78+
Less than 300K	\$47	\$51	\$53	\$55	\$57	\$60	\$65	\$70	\$72	\$79	\$84
300K or more	\$46	\$50	\$52	\$54	\$56	\$59	\$64	\$69	\$71	\$78	\$83
500K or more	\$45	\$49	\$51	\$53	\$55	\$58	\$63	\$68	\$70	\$77	\$82
1,000K or more	\$44	\$48	\$50	\$52	\$54	\$57	\$62	\$67	\$69	\$76	\$81
2,500K or more	\$43	\$47	\$49	\$51	\$53	\$56	\$61	\$66	\$68	\$75	\$80
3,500K or more	\$42	\$46	\$48	\$50	\$52	\$55	\$60	\$65	\$67	\$74	\$79
5,000K or more	\$41	\$45	\$47	\$49	\$51	\$54	\$59	\$64	\$66	\$73	\$78
7,500K or more	\$40	\$44	\$46	\$48	\$50	\$53	\$58	\$63	\$65	\$72	\$77
10,000K or more	\$39	\$43	\$45	\$47	\$49	\$52	\$57	\$62	\$64	\$71	\$76
15,000K or more	\$38	\$42	\$44	\$46	\$48	\$51	\$56	\$61	\$63	\$70	\$75
20,000K or more	\$36	\$41	\$43	\$45	\$47	\$50	\$55	\$60	\$62	\$69	\$74
30,000K or more	\$34	\$40	\$42	\$44	\$46	\$49	\$54	\$59	\$61	\$68	\$73

#### *Sizes*

Flexi (6x9"- 9x11")

Standard (11x13")

Tab (Over 9x11" up to 11x13")

- Minimum Quantity 5,000
- Delivery deadline is Wednesday, noon, one week prior to week of insertion  
\*10 days Prior for Thanksgiving editions
- Single sheet flyer - Minimum 60 lb. stock
- Add 2% overage for spoilage

Inserts should be delivered bundled, boxed or banded on skids with the following information:

- Newspaper name c/o Washington Suburban Press Network
- Insert name (company and headline)
- Total quantity
- Insertion date
- Also please note total number of boxes or skids in shipment, i.e. 1 of 8, 2 of 8, etc.