

PRE-PRINTED INSERTS

SIZE

Inserts must be smaller than 10" x 12" and larger than 5" x 8" and must be designed to run on an inserting machine. Single sheets should be at least as thick as 60# book and no thicker than 12 pt cover. Folded pieces must be designed so the piece can insert; map folds and gate folds will not work. If you are designing a thick or multi-fold product, we strongly urge you to involve our printer in the design stage.

Contact Steve Jackson at 707.444.6236 x501
or sjackson@western-web.net

COST & QUANTITY

Minimum number of inserts is 5,000. If less, a minimum charge will apply.
Include at least 2% more than requested number.
The zoned inserts must be specified by geography (county) and may not be by specific individual zip codes.
The rate varies depending on size and weight of piece.
Inserts are charged on a cost per thousand rate.
Minimum rate: \$170 per thousand.

CONTENT

J. **must** see a copy of the insert for approval prior to insertion.
Periodical class postal rules regulate the type and size of materials which qualify as inserts into the publication.
No insert can have a pre-printed postage indicia.
J. accepts free-standing inserts (FSI) provided they meet U.S. postal requirements and approval.

DELIVERY

The advertiser is responsible for printing and delivery of the insert to our mail house.
Include the following information with inserts:
Publication Name: J. The Jewish News Weekly
Business Name:
Advertising Rep Name:
Issue Date:
Total Inserts:
Contact Name:
Phone Number:

Inserts must be delivered the Friday before publication date to:
Western Web
1900 Bendixsen Street, #2
Samoa, CA 95564
Attention: Steve Jackson