

# Print & Deliver Inserts by Zipcode

Target your advertising.  
**DESIGN...PRINT...and DELIVER!**

Effective 04.01.08

## Deluxe Inserts

<b>8.5" x 11"</b>	<b>Copy Deadline:</b> 4 weeks prior to delivery date.
<b>70# Glossy Stock</b>	
<b>Full Process Color</b>	<b>Proof Return:</b> 3 weeks prior to delivery date.
<b>Two Sided w/Bleed</b>	
10,000 - 24,999 .....	<b>\$129</b> /thousand
25,000 - 49,999 .....	<b>\$99</b> /thousand
50,000 - 74,999 .....	<b>\$89</b> /thousand
75,000 - 149,999 .....	<b>\$79</b> /thousand
150,000+ .....	<b>\$75</b> /thousand

**Printing Overruns:**  
10,000 - 24,000 @ \$75/thousand; 25,000+ @ \$45/thousand

**FREQUENCY DISCOUNTS:**  
4x...5% 12x...10% 24x...15% 48x...20%

## Standard Inserts

<b>8.5" x 11"</b>	<b>Copy Deadline:</b> 3 weeks prior to delivery date.
<b>60# White/Pastel Stock</b>	
<b>Black + 1 Standard Ink</b>	<b>Proof Return:</b> 3 weeks prior to delivery date.
<b>No Copy Bleed</b>	
	<b>One Side                  Two Sided</b>
5,000 - 24,999 .....	<b>\$79</b> /thousand..... <b>\$98</b> /thousand
25,000+ .....	<b>\$72</b> /thousand..... <b>\$88</b> /thousand

**Printing Overruns:**  
5,000 - 24,999 @ \$38/thousand one side, \$62/thousand two sided;  
25,000+ @ \$30/thousand one side, \$50/thousand two sided  
Overrun quantities based on total printed including overruns.

**Standard Ink Colors:** Process Blue, Reflex Blue, Teal, Forest Green, Yellow, Orange, Brown, Red, Burgundy, Green and Violet

## Other Markets

Brockport, Hilton.....	<b>+\$20</b> /thousand
Newark, Lyons & Sodus.....	<b>+\$20</b> /thousand
Geneva, Waterloo .....	<b>+\$35</b> /thousand
Wolcott .....	<b>+\$35</b> /thousand
Penn Yan .....	<b>+\$35</b> /thousand
Clifton Springs, Phelps.....	<b>+\$50</b> /thousand

**Deluxe and Standard Insert Prices**  
Include: Up to two hours of design work\*, printing, inserting and mailed/delivery to every home in requested zone.

\*Additional design work @ \$60 per hour.  
**50% DEPOSIT ON ALL ORDERS.**

Warehousing available for up to three months.

<b>GREECE Subscriber Editions</b>	<b>6,500</b>
Greece (N)	14612 7,900
Charlotte/Greece (SE)	14612/14615 4,700
Greece (E)	14616 9,500
Greece (W)	14626 9,700
<b>SPENCERPORT-HILTON Subscriber Editions</b>	<b>2,000</b>
Hilton	14468 6,500
Spencerport	14559 6,000
<b>GATES-CHILI Subscriber Editions</b>	<b>4,500</b>
Gates	14606 5,600
Gates, Chili	14624 11,200
<b>RUSH-HENRIETTA Subscriber Editions</b>	<b>2,000</b>
Henrietta (E)	14467/14623 7,900
Rush, Henrietta (W)	14543/14586 4,200
<b>BRIGHTON-PITTSFORD Subscriber Editions</b>	<b>6,500</b>
Pittsford, Mendon, Hon. Falls	14506/14534/14472 11,700
Brighton, Rochester	14618/14620/14610 10,800
<b>FAIRPORT-ER Subscriber Editions</b>	<b>5,000</b>
East Rochester	14445 2,600
Perinton, Fairport	14450 12,700
<b>PENFIELD Subscriber Editions</b>	<b>3,000</b>
Penfield	14526 6,200
Penfield (Rochester)	14625 3,700
<b>WEBSTER Subscriber Editions</b>	<b>4,000</b>
Webster	14580 16,000
<b>IRONDEQUOIT Subscriber Editions</b>	<b>6,000</b>
Irondequoit (E)	14609/14622 8,100
Irondequoit (W)	14617 7,000
<b>COURIER JOURNAL Subscriber Editions</b>	<b>2,200</b>
<b>TIMESAVER</b>	
Palmyra	14522 3,250
Macedon	14502 3,000
Walworth, Marion	14568/14505 3,550
Ontario	14519 2,000
<b>VICTOR-FARMINGTON</b>	
<b>Daily Messenger Subscriber Editions</b>	
Sunday/Daily Zone 1	1,725/1,575
Sunday/Daily Zone 2	1,300/1,100
Sunday/Daily Zone 3	1,550/1,325
<b>Community Post Editions</b>	
Victor	14564 4,150
Farmington	14425 2,900
Manchester, Shortsville	14504/14548 1,350
<b>CANANDAIGUA-NAPLES</b>	
<b>Daily Messenger Subscriber Editions</b>	
Sunday/Daily Zone 4	700/550
Sunday/Daily Zone 5	750/675
Sunday/Daily Zone 6	1,000/825
Sunday/Daily Zone 7	7,350/6,600
<b>Community Post Editions</b>	
Bloomfield, Honeoye	14469/14471/14475 2,700
Naples	14512 1,500
Rushville, Stanley	14544/14561 2,100
Canandaigua	14424 6,200