

DESKTOP ADS

Leaderboard | 🏠 📱 ➡

Dimensions: 728x90
File Size: 60 kb Max
File Format: JPG, PNG, GIF, ad tags
Animation: GIF, HTML5, 15 sec max; IBV
Expandable sizes:
728x90 > 728x270



Half Page | 📱 ➡

Dimensions: 300x600
File Size: 60 kb
File Format: JPG, PNG, GIF, ad tags
Animation: GIF, HTML5, 15 sec max; IBV
Expandable size: 300x600 > 560x600



Wide Sky | ➡

Dimensions: 160x600
File Size: 60 kb
File Format: JPG, PNG, GIF, ad tags
Animation: GIF, HTML5, 15 sec max; IBV
Expandable sizes:
160x600 > 320x600



Native Display | 🏠 📱

Dimensions: 1200x628 (build size)
File Size: 1200 kb Max
File Format: JPG, PNG, no tags
Animation: None
These ads are built at 1200x628, but will be displayed at smaller dimensions.



Rectangle | 🏠 📱 ➡

Dimensions: 300x250
File Size: 60 kb Max
File Format: JPG, PNG, GIF, ad tags
Animation: GIF, HTML5, 15 sec max; IBV
Expandable sizes:
300x250 > 600x250
RRM and IBV available for desktop



Adhesion | 🏠 📱

Dimensions: 970x90
File Size: 60 kb Max
File Format: JPG, GIF
Animation: GIF, 15 sec max
This unit remains visible at the bottom of the browser window at all times.



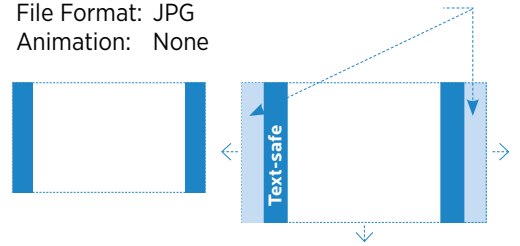
Gmail Ad |

Dimensions: 650 wide x 300-1000 high
File Size: 800 kb Max
File Format: JPG, PNG, GIF
Animation: None
This is a static unit that displays within Gmail.



Wallpaper | 📱

Dimensions: 1280-1680 wide x 800-1600 high
Text-Safe Area: 140px (on each side)
(1002px of white space in the center. Due to different monitor sizes, the full width may not be seen on all monitors; plan accordingly.)
File Size: 200 kb max, 100 kb optimal
File Format: JPG
Animation: None



Billboard | 🏠 📱 ➡

Dimensions: 970x250
File Size: 200 kb Max
File Format: JPG, PNG, GIF, ad tags
Animation: GIF, HTML5, 15 sec max; IBV



CTA Branded Footer | 📱

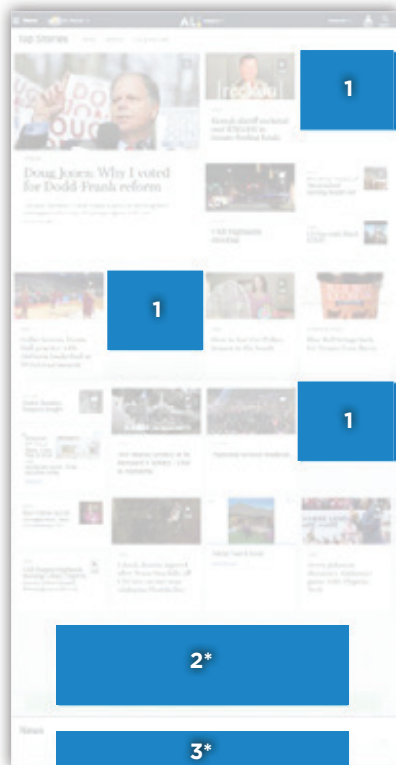
Dimensions: 620 wide x up to 200 high
File Size: 60 kb Max
File Format: JPG, PNG
Animation: None
Must include a prominent call to action



DIGITAL AD SPECS

DESKTOP PRODUCTS

Homepage Takeover



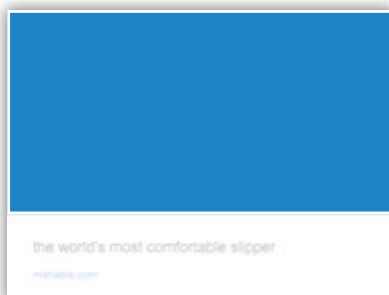
Units Included

- 1 | Rectangle x3, or Native Display Click-Out + 2 rectangles
- 2 | Billboard
- 3 | Adhesion
- 4 | Leaderboard*

*For devices that can't fit a 970px width, the Leaderboard is served.
Best practice: use a different layout for each rectangle. Instructions must indicate if the Native Display Click-Out is included.

Native Display Click-Out

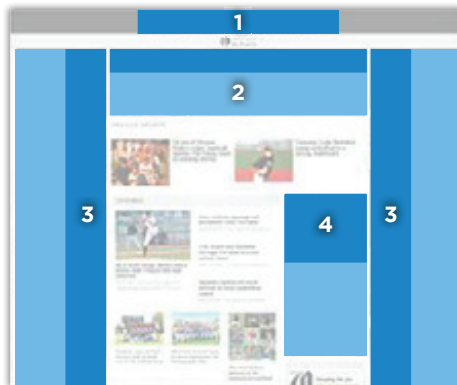
Will click to external destination
Served on DFP



Units Included

Native Display Ad

Interior Page Takeover



Units Included

- 1 | Leaderboard
- 2 | Pushdown or Billboard
- 3 | Wallpaper
- 4 | Rectangle of Half Page

Native Display Click-In

File Format: JPG, PNG, no tags

Animation: None

Served on Nativo; these ads appear on the Sponsored Content article page



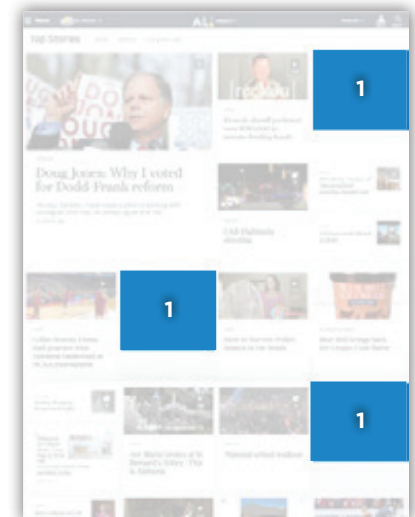
Units Included

All Units Optional

- 1 | Leaderboard
- 2 | Rectangle, or Half Page*
- 3 | CTA Footer

**Desktop only; built if requested*

Homepage Roadblock



Units Included

- 1 | Rectangle and/or Native Display, x3
Best practice: use a different layout for each rectangle

Interior Roadblock



Units Included

- 1 | Leaderboard
- 2 | Rectangle

DIGITAL AD SPECS

MOBILE ADS

Leaderboard | 🏠 📱 ➡

Dimensions: 728x90
File Size: 60 kb Max
File Format: JPG, PNG, GIF, ad tags
Animation: GIF, HTML5, 15 sec max; IBV
Expandable sizes:
728x90 > 1024x768 (tablet only)



Rectangle | 🏠 📱 ➡

Dimensions: 300x250
File Size: 60 kb Max
File Format: JPG, PNG, GIF, ad tags
Animation: GIF, HTML5, 15 sec max; IBV
Expandable sizes:
300x250 > 1024x768 (tablet only)
300x250 > 320x480 (mobile only)
RRM and IBV available for mobile browser, and extended reach mobile apps.



Mobile Banner | 🏠 📱 ➡

Dimensions: 320x50
File Size: 60 kb Max
File Format: JPG, PNG, GIF, ad tags
Animation: GIF, HTML5, 15 sec max; IBV
Expands to:
320x50 > 320x480
RRM available for mobile browser, and extended reach mobile apps.



Native Display | 🏠 📱

Dimensions: 1200x628 (build size)
File Size: 1200 kb Max
File Format: JPG, PNG, no tags
Animation: None
These ads are built at 1200x628, but will be displayed at smaller dimensions.



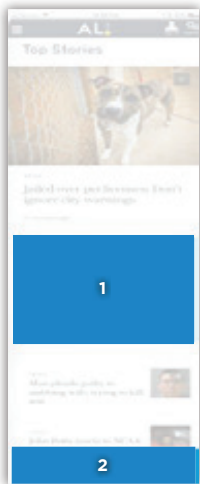
Mobile Adhesion | 🏠 📱

Advance Local sites only
Dimensions: 320x50
File Size: 60 kb Max
File Format: JPG, PNG, no tags
Animation: GIF, 15 sec max



MOBILE PRODUCTS

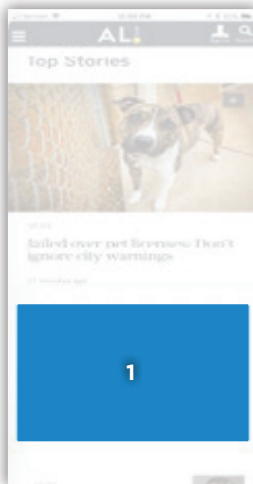
Mobile Homepage Takeover



Units Included

1 | Rectangle and/or Native Display, x4
2 | Mobile Adhesion
Best practice: use a different layout for each rectangle

Mobile Homepage Roadblock



Units Included

1 | Rectangle and/or Native Display, x3
Best practice: use a different layout for each rectangle

Mobile Native Display Click-In



Units Included

1 | Mobile Banner
2 | CTA Footer
3 | Rectangle

Facebook & Instagram Specs: For images to be used in social media ads

Use these guidelines to design an image that looks good everywhere it appears on social media. The recommended image size ensures your image always looks high quality. The recommended text length is how many characters of ad copy could be displayed on smaller screens.

Recommended image size:

1200 x 628 (for single image ads)

1080x1080 (for carousel ads)



Your image may not include more than 20% text.

Designers only create the image. The headline and link description text are added by the fulfillment team.

Ad Specifications for Advertisers/Agencies providing Creative

HTML5 Creative

HTML5 displays across all devices, unlike older creative formats such as Flash. It is the industry best practice for non-static creative and may include animation, video, multiple click throughs, widgets and other custom user interactions.

We prefer to either build original creative or follow a provided design layout to produce HTML5 ad tags to ensure ads meet ad server specifications so there is no delay with the campaign flight or error in campaign reporting. If you would like us to follow your provided layout, please include original files or assets. We will mimic your layout and user experience to the extent allowed by ad specs and our HTML5 design technology.

We can accept provided HTML5 ad tags (DoubleClick, for example) as long as ads are built to ad server specs outlined in this guide. This means that the provided tag must be SSL compliant and site-ready to serve as is. Any creative, CSS or other file references need to be hard-coded and hosted by the third party. Tags must be built with click-tracking and impression macros so that we can track and optimize for our ad servers. We cannot be responsible for tracking code, creative edits nor trouble shooting in third-party provided ad tags.

Responsive Rich Media (RRM) is HTML5 creative that includes video or expansion.

In-Banner Video (IBV) is HTML5 creative that plays video delivered inside of the display ad creative for a given placement rather than initiating the use of a native video player.

If providing creative components for expandable responsive rich media or in banner video ads, please adhere to the following:

- If possible, we prefer original, editable design files with links and fonts: Adobe PSD, INDD, AI.
- Ad creative/background should be sized per ad unit dimension at the proper proportion, 72 minimum or higher, formats: PSD, JPG, PNG, PDF.
- Any individual buttons/images intended to animate should be saved with a transparent background: 150px, formats: PNG, PDF, AI, EPS.
- We will build the expandable ad in our ad design platform where we combine the background creative, video (if included), links for buttons, expanded ad animation, and more.
- Ad must expand on click or countdown on hover and audio must be user initiated.

If providing video, we'll need:

- The original video file as MOV, or MP4.
- 30 seconds is max video length.
- Frame rate: 24fps
- Aspect Ratios: 16:9, 4:3, and 6:5.

HTML File Size Specifications:

CREATIVE UNIT NAME	ASSET	MAX FILE SIZE	FILE TYPE
HTML5 Desktop / Tablet	Backup Image	60 kb	JPG, PNG, GIF
	Initial Load	200 kb	HTML5, JPG, PNG, GIF
	Polite Load / Panel	2.2 mb	HTML5, JPG, PNG, GIF
	User Initiated Load / Expansion	10 mb	HTML5, JPG, PNG, GIF
	Video (optional)	4 mb	MP4, OGG, WebM
HTML5 Mobile	Backup Image	60 kb	JPG, PNG, GIF
	Initial Load	80 kb	HTML5, JPG, PNG, GIF
	Polite Load / Panel	200 kb	HTML5, JPG, PNG, GIF
	User Initiated Load / Expansion	2 mb	HTML5, JPG, PNG, GIF
	Video (optional)	2 mb	MP4, OGG, WebM
HTML5 Standard	Banner	80 kb	HTML5, JPG, PNG, GIF

SSL Compliant Creative

Advance Local sites use a secure protocol (<https://>) to protect users privacy and data. With this commitment to our users, any display ads which are scheduled to deliver on our local sites need to be SSL compliant. All components of third-party display ads, including creative and tracking, must be able to serve via SSL (<https://>) without any disruption to the browser, page, or user. Static creative (JPG, PNG, GIF) is secure by default.

Flash/SWF files

Flash is no longer supported across all desktop browsers. We must rebuild Flash creative into JPG, PNG, GIF or HTML5 (usually HTML5 to replicate animation). While we prefer original files to build the ads in-house, we can “pull apart” creative elements in a Flash/SWF file. That said, sometimes there’s a bit of image quality loss and if the fonts aren’t outlined, we’ll replace them with the closest available from our font library.

In-App ads for Mobile and Tablet

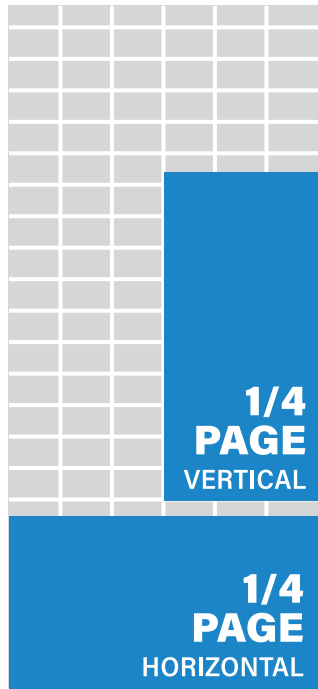
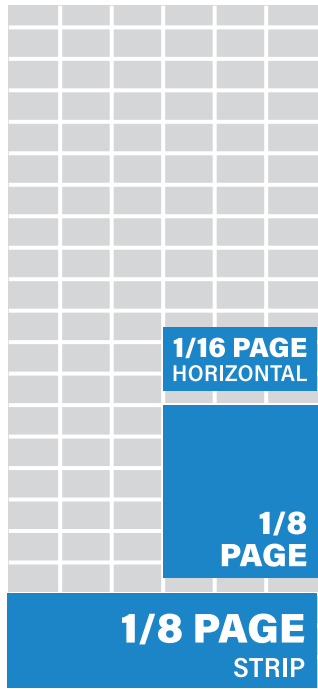
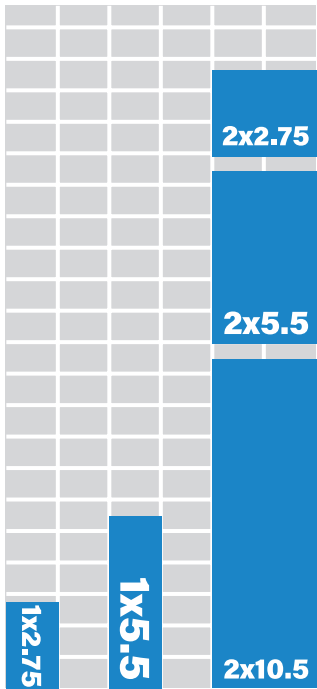
Static and HTML5 ads are accepted on mobile apps. HTML5 creative for in-app must be MRAID formatted.

Extended Reach Networks

We work with a number of network exchanges and ad servers, each with their individual specifications. All accept static creative and many accept HTML5 following the specs outlined in this document. Please consult your account executive for details on specific requirements for extended reach campaigns.

PRINT AD SPECS

The Birmingham News

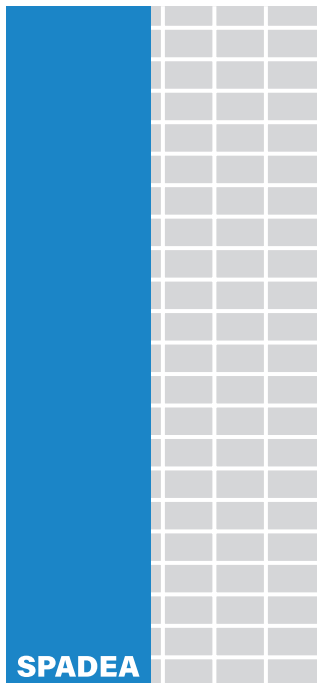
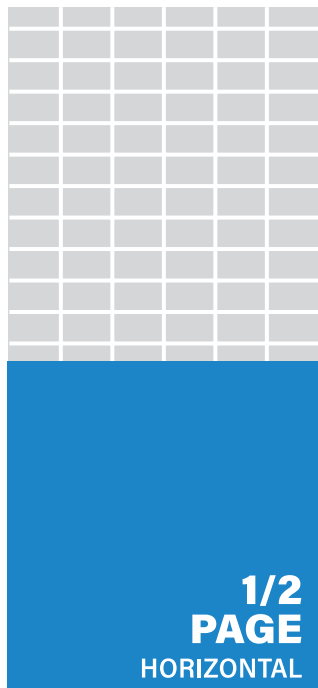
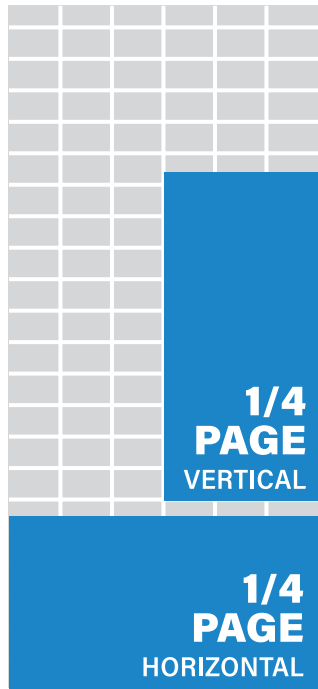
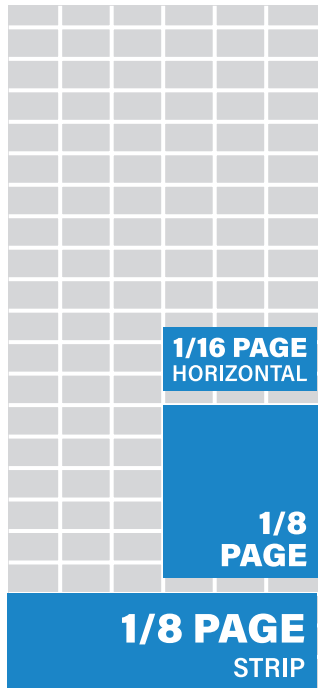
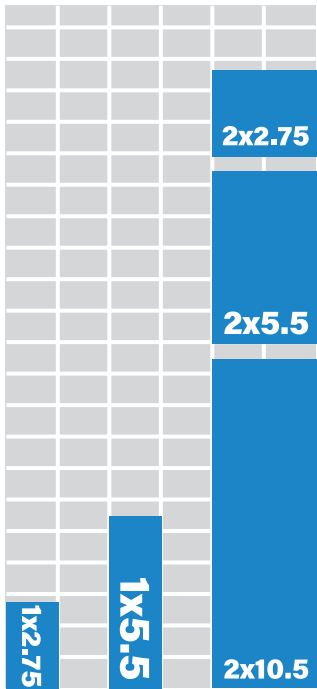


AD SIZES IN INCHES

1 x 2.75	1.53 x 2.75
1 x 5.5	1.53 x 5.5
2 x 2.75	3.2 x 2.75
2 x 5.5	3.2 x 5.5
2 x 10.5	3.2 x 10.5
1/16 Page H	4.87 x 2.75
1/8 Page	4.87 x 5.5
1/8 Page Strip	9.87 x 3
1/4 Page V	4.87 x 10.5
1/4 Page H	9.87 x 5.5
1/2 Page V	4.87 x 21.5
1/2 Page H	9.87 x 10.5
Spadea Front	4.5 x 21.5
Full Page	9.87 x 21.5
Two Page Spread	20.5 x 21.5

PRINT AD SPECS

The Huntsville Times

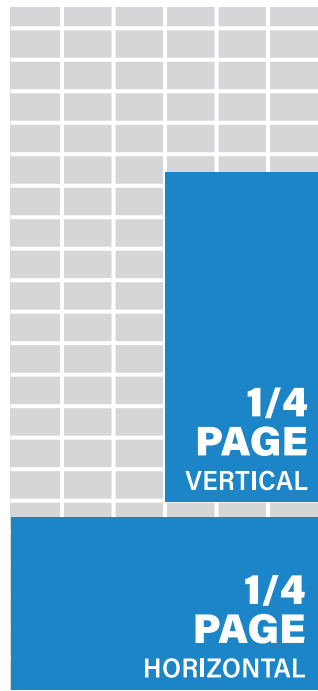
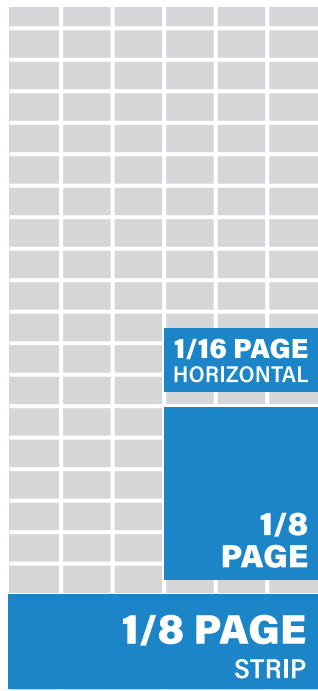
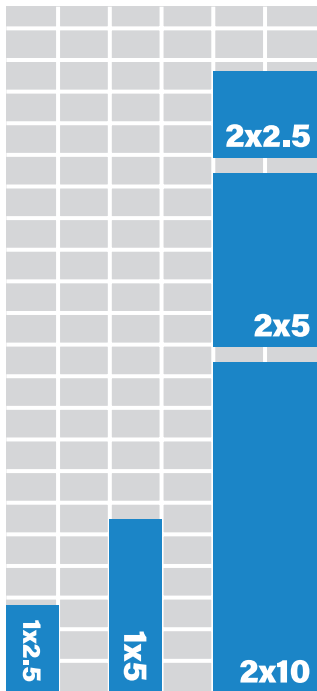


AD SIZES IN INCHES

1 x 2.75	1.53 x 2.75
1 x 5.5	1.53 x 5.5
2 x 2.75	3.2 x 2.75
2 x 5.5	3.2 x 5.5
2 x 10.5	3.2 x 10.5
1/16 Page H	4.87 x 2.75
1/8 Page	4.87 x 5.5
1/8 Page Strip	9.87 x 3
1/4 Page V	4.87 x 10.5
1/4 Page H	9.87 x 5.5
1/2 Page V	4.87 x 21.5
1/2 Page H	9.87 x 10.5
Spadea Front	4.5 x 21.5
Full Page	9.87 x 21.5
Two Page Spread	20.5 x 21.5

PRINT AD SPECS

PRESS-REGISTER



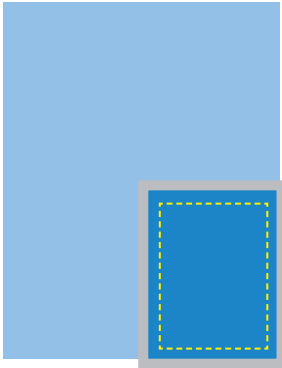
AD SIZES IN INCHES

1 x 2.5	1.53 x 2.5
1 x 5	1.53 x 5
2 x 2.5.....	3.2 x 2.5
2 x 5.....	3.2 x 5
2 x 10	3.2 x 10
1/16 Page H	4.87 x 2.5
1/8 Page	4.87 x 5
1/8 Page Strip	9.87 x 3
1/4 Page V	4.87 x 10
1/4 Page H.....	9.87 x 5
1/2 Page V	4.87 x 20.13
1/2 Page H.....	9.87 x 10
Spadea Front	4.5 x 20.13
Full Page	9.87 x 20.13
Two Page Spread	20.5 x 20.13

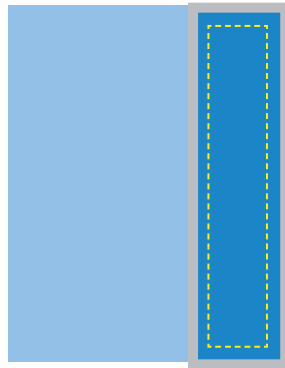
PRINT AD SPECS

Birmingham
magazine

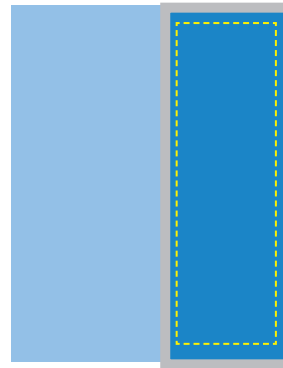
Quarter Page



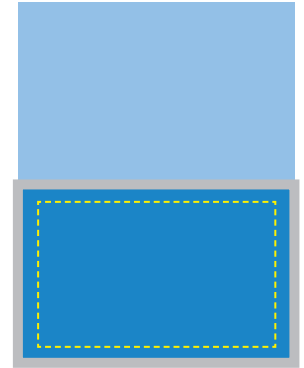
Third Page



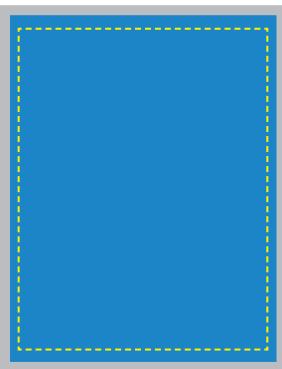
Half Page - V



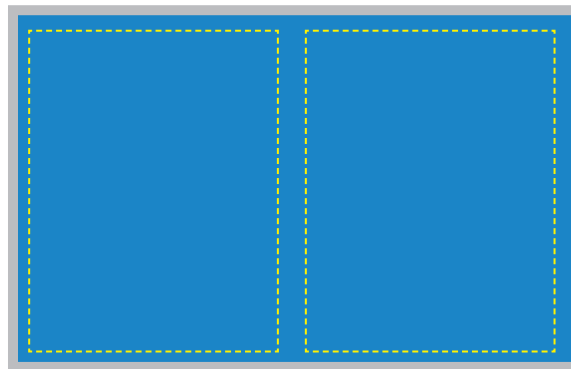
Half Page - H



Full Page



2-Page Spread



- **Trim size:** This represents what your final ad looks like after printing and trimming.
- **Bleed area:** We require that all ads include an additional 1/8 inch of bleed image on all four sides of your final artwork. Designers, add .125" of bleed on all sides.
- **Live (a.k.a. safe area):** This represents the area that all important information such as text or logos should stay in. This is for two reasons:

1) to provide the printer room for error when trimming the page, and 2) to keep your message out of the center gutter. Live area is inset .5" from the trim size on all four sides.

	Trim Size (in inches)		Bleed Size (trim +.125" on all sides)	
	Width	Height	Width	Height
1/4 page	4.0625	5.3125	4.3125	5.5625
1/3 page	2.625	10.875	2.875	11.125
1/2 page Horz.	8.375	5.3125	8.625	5.5625
1/2 page Vert.	4.0625	10.875	4.3125	11.125
Full page	8.375	10.875	8.625	11.125
2-page spread	16.75	10.875	17	11.125

File submission

Your ad must be submitted as a PDF (preferred), with all fonts embedded

- PDF Setting: PDF/X4
- Images: 300 dpi; Colorspace: CMYK
- Output intent: Web Coated SWOP 2006 Grade 3 Paper
- Document set up tips:
 - Option 1: Set your document size to the trim size above. Set your live area margins to .5" on all sides. Set your bleed to .125" on all sides. Export as PDF with document bleed: .125" on all sides; no printer marks.
 - Option 2: Set your document size to the bleed size above. Set your live area margins to .625" on all sides. Export as PDF; no printer marks.

Submit your ad to: bhammagads@al.com

PREPRINT SPECS

The Birmingham News

PRODUCT THICKNESS

Minimum - .005 inches (0.178 mm)
Maximum (broadsheet) - 96 pages
Maximum (tabloid) - 120 pages

PRODUCT WIDTH

Minimum - 5.5 inches folded edge
Maximum - 11 inches (over 11 must be quarter folded prior delivery)

PRODUCT HEIGHT

Minimum - 7.5 inches
Maximum 11 ½ inches

A minimum of 2% spoilage is required for all materials that meet preprint specifications.

Preprints that fail to meet the standard weight and size specifications as stated above (or including wrap or blow-ins) may:

- Require additional waste allowance to ensure full delivery
- Receive less than scheduled distribution because of waste
- Require extra handling, the cost of which will be billed to the advertiser

SPECIAL REQUIREMENTS FOR NON-STANDARD INSERTS:

envelopes, sample packets, coupon packets, perforated cards, self-sealing envelopes, etc.

A minimum of 200 samples must be submitted for testing at least six weeks prior to distribution date. Prompt notice of acceptance or rejection will be made.

RESERVATION DEADLINES

Reservations must be received at least three weeks prior to insertion date.

1. Each skid must be labeled with the following information:

- Advertiser
- Distribution date
- Skid number/Total number of skids
- Number of inserts per skid
- Total number of inserts for distribution
- Publication name on each skid

Bulk shipments will not be accepted

2. Daily and/or Sunday inserts must be delivered no later than 10 days prior to the distribution date.

3. Delivery times: Mon - Fri | 7:00 a.m. to 7:00 p.m. EST.

4. Bill of Lading information must include:

- Advertiser
- Distribution dates
- Total number of inserts
- Total number of skids in shipments

5. Inserts should be sent to:

The Birmingham News
6455 Best Friend Road
Norcross, Georgia 30071

6. Packing requirements:

All preprints must be stacked on nonreturnable skids. Skids should be a maximum in height of 52 inches and skid tops should match but not exceed the size of the skid. Tops should protect skids contents against damage. Inserts should never extend beyond any edge of the skid.

Skids must be securely banded to prevent spillage of preprints.

Preprints must be well jogged, brick-stacked with folded edge evenly aligned vertically 6 to 8 inches to a turn, two turns to a stack.

Underlayments should be used every 18 inches and on the bottom and top of each skid. No waxed or coated paper may be used as underlayments. Preprints delivered in boxes should be securely strapped to a skid.

7. Damaged Shipments & Preprints:

Photos are taken upon arrival of visible damage and sent to responsible parties. We cannot be held responsible if the damage is inside of the skid and not visible until insertion causing shortages. Contacts will be notified as soon as possible.

PREPRINT SPECS

The Huntsville Times

PRODUCT THICKNESS

Minimum - .007 inches (0.178 mm)
Maximum (broadsheet) - 96 pages
Maximum (tabloid) - 120 pages

PRODUCT WIDTH

Minimum - 7 inches folded edge
Maximum - 11 inches (over 11 must be quarter folded prior delivery)

PRODUCT HEIGHT

Minimum - 5 inches
Maximum 12 inches

A minimum of 2% spoilage is required for all materials that meet preprint specifications.

Preprints that fail to meet the standard weight and size specifications as stated above (or including wrap or blow-ins) may:

Require additional waste allowance to ensure full delivery
Receive less than scheduled distribution because of waste
Require extra handling, the cost of which will be billed to the advertiser

SPECIAL REQUIREMENTS FOR NON-STANDARD INSERTS:

envelopes, sample packets, coupon packets, perforated cards, self-sealing envelopes, etc.

A minimum of 200 samples must be submitted for testing at least six weeks prior to distribution date. Prompt notice of acceptance or rejection will be made.

RESERVATION DEADLINES

Reservations must be received at least three weeks prior to insertion date.

1. Each skid must be labeled with the following information:

- Advertiser
- Distribution date
- Skid number/Total number of skids
- Number of inserts per skid
- Total number of inserts for distribution
- Publication name on each skid

Bulk shipments will not be accepted

2. Daily and/or Sunday inserts must be delivered no later than 10 days prior to the distribution date.

3. Delivery times: Mon - Fri | 8:00 a.m. to 4:30 p.m. CST.

4. Bill of Lading information must include:

- Advertiser
- Distribution dates
- Total number of inserts
- Total number of skids in shipments

5. Inserts should be sent to:

The Huntsville Times c/o Mobile Press-Register
270 Beauregard Street
Mobile, Alabama 36603

6. Packing requirements:

All preprints must be stacked on nonreturnable skids. Skids should be a maximum in height of 52 inches and skid tops should match but not exceed the size of the skid. Tops should protect skids contents against damage. Inserts should never extend beyond any edge of the skid.

Skids must be securely banded to prevent spillage of preprints.

Preprints must be well jogged, brick-stacked with folded edge evenly aligned vertically 6 to 8 inches to a turn, two turns to a stack.

Underlayments should be used every 18 inches and on the bottom and top of each skid.

No waxed or coated paper may be used as underlayments. Preprints delivered in boxes should be securely strapped to a skid.

7. Damaged Shipments & Preprints:

Photos are taken upon arrival of visible damage and sent to responsible parties. We cannot be held responsible if the damage is inside of the skid and not visible until insertion causing shortages. Contacts will be notified as soon as possible.

PREPRINT SPECS

PRESS-REGISTER

PRODUCT THICKNESS

Minimum - .007 inches (0.178 mm)
Maximum (broadsheet) - 96 pages
Maximum (tabloid) - 120 pages

PRODUCT WIDTH

Minimum - 5 inches folded edge
Maximum - 11 inches (over 11 must be quarter folded prior delivery)

PRODUCT HEIGHT

Minimum - 5 inches
Maximum 11 inches

A minimum of 2% spoilage is required for all materials that meet preprint specifications.

Preprints that fail to meet the standard weight and size specifications as stated above (or including wrap or blow-ins) may:

Require additional waste allowance to ensure full delivery
Receive less than scheduled distribution because of waste
Require extra handling, the cost of which will be billed to the advertiser

SPECIAL REQUIREMENTS FOR NON-STANDARD INSERTS:

envelopes, sample packets, coupon packets, perforated cards, self-sealing envelopes, etc.

A minimum of 200 samples must be submitted for testing at least six weeks prior to distribution date. Prompt notice of acceptance or rejection will be made.

RESERVATION DEADLINES

Reservations must be received at least three weeks prior to insertion date.

1. Each skid must be labeled with the following information:

- Advertiser
- Distribution date
- Skid number/Total number of skids
- Number of inserts per skid
- Total number of inserts for distribution
- Publication name on each skid

Bulk shipments will not be accepted

2. Daily and/or Sunday inserts must be delivered no later than 10 days prior to the distribution date.

3. Delivery times: Mon - Fri | 7:00 a.m. to 4:30 p.m. CST.

4. Bill of Lading information must include:

- Advertiser
- Distribution dates
- Total number of inserts
- Total number of skids in shipments

5. Inserts should be sent to:

Mobile Press-Register
270 Beauregard Street
Mobile, Alabama 36603

6. Packing requirements:

All preprints must be stacked on nonreturnable skids. Skids should be a maximum in height of 52 inches and skid tops should match but not exceed the size of the skid. Tops should protect skids contents against damage. Inserts should never extend beyond wany edge of the skid.

Skids must be securely banded to prevent spillage of preprints.

Preprints must be well jogged, brick-stacked with folded edge evenly aligned vertically 6 to 8 inches to a turn, two turns to a stack.

Underlayments should be used every 18 inches and on the bottom and top of each skid.

No waxed or coated paper may be used as underlayments. Preprints delivered in boxes should be securely strapped to a skid.

7. Damaged Shipments & Preprints:

Photos are taken upon arrival of visible damage and sent to responsible parties. We cannot be held responsible if the damage is inside of the skid and not visible until insertion causing shortages. Contacts will be notified as soon as possible.

PREPRINT SPECS

- Minimum insertion quantity or cost for preprints publishing in The Birmingham News, The Huntsville Times and Press-Register is 10,000 pieces or \$500 in each publication.
- Cost Per Thousand discounts are based on volume in a 12 month period.
- Requests or inquiries made by Advertiser for billing quantity or rate adjustments based on billing quantity or other considerations must be made in writing by Advertiser and received by Publisher, within ninety (90) days of the applicable invoice date. All such requests or inquiries beyond such ninety (90) day period shall be deemed waived by Advertiser. Publisher is not responsible and will not credit or pay, printing, shipping and/or administrative charges for any reason.
- Unless otherwise mutually agreed upon by the parties in writing, if the signed contract is received by Publisher after stated effective date of said contract, rate modifications will be applied to advertising running within the receipt month (if received prior to the 16th of the month) or the following received month that the signed contract is received by Publisher (if received after the 16th of the month).
- Full Run Distribution is based on most current AAM Publisher's Statement excluding digital copies and branded editions (Yes! Sunday Select).
- Part Run distribution is any quantity less than full run.
- A minimum of 2% spoilage is required for all materials that meet preprint specifications. If 2% spoilage is not provided, Publisher will not be held responsible for shortages. Additional spoilage is required for preprints that do not meet preprint specifications.
- Page counts are predicated on tab pages. If a preprint is a standard broadsheet, pages will invoice to the formula: 1 broadsheet page = 2-tab pages. Two tab pages = 2-flexi pages.
- A single-gatefold on a tab will not invoice as extra pages provided:
 1. The single gatefold is an extension of either the left or right outer edge side of the tabloid or broad sheet preprint.
 2. The gatefold width must be less than half of the total tabloid preprint width. If the gatefold is wider than half of the total preprint width, it will invoice as an additional 2 pages.
- 3. Preprints with double-gates (gates on both the left and right outer edge) will invoice as an additional 2 pages provided the gates are less than half the width of the preprint. If double-gates exceed half the width of the preprint, it will invoice as an additional four-pages.
- 4. Preprints with Dutch-doors, ribbons or gatefolds running across the top or bottom of the preprint and are less than half the depth of the preprint will invoice as an additional two pages. If the depth exceeds half the size of the total preprint depth, it will invoice as an additional 4-pages.
- 5. If the height of a preprint exceeds 17.5-inches high it will invoice as a standard broadsheet.
- At Publisher's sole discretion, Publisher has the right to reject abnormal or odd sized preprints that may cause insertion issues. If a preprint requires special handling (Examples: envelopes, sample packets, coupon packets, perforated cards, self-sealing envelopes), a minimum of 200 samples must be submitted for testing at least six weeks prior to the distribution date. Prompt notice of acceptance or rejection will be made.
- If the number of client-provided preprints exceeds the quantity required for distribution in requested zones, Publisher may, where practicable, distribute such excess preprints in additional zones, unless otherwise requested.
- Thanksgiving Day distribution requires full run distribution as defined and notified by Publisher and must be received 14 days prior to publication day to guarantee insertion. Thanksgiving Day preprints will invoice at Sunday CPM rates.
- Christmas Day (if applicable) or official Christmas edition as notified by Publisher requires full run distribution as defined and notified by Publisher. Christmas Day preprints will invoice at Sunday CPM rates.