

Inserts

Scheduling Deadline: 10 business days prior to publication date
Delivery Deadline: At least 5 business days prior to publication date

Over 74% of Cape May County residents prefer receiving advertisements, flyers and coupons in the Cape May County Herald!

Source: Circulation Verification Council 2013

Delivery
Cape May County Herald
C/O APG Chesapeake
29088 Airpark DR
Easton, MD 21601

APG Delivery Contact is:
 Acie Boyce
 ABoyce@chespub.com
Office – 410-770-4145

Receiving Hours:
 Monday - Friday 8 am - 4 pm



Insert Guidelines - Finished size – The finished size of a multi-paged insert must be no smaller than 7.5"x10.5" and no larger than 10.5" x 15.5". Advance samples are appreciated and may be required.

Folding – Supplemental folding should be avoided unless necessary to satisfy maximum dimensions. Quarter-folded inserts must be expressly authorized, in writing, by Herald Newspapers. Inserts which are unnecessarily quarter-folded and are not pre-authorized may be rejected. It should be noted that charges will be based on the page count as-inserted; thus, unnecessary folds add unnecessary charges.

Wastage Allowance/Handling - Advertiser is responsible to ensure the quantity of inserts provided is appropriate for the scheduled insertion quantity. A 2% wastage allowance is encouraged to ensure insertion of ordered quantity. Charges will be based on the quantity ordered/inserted, regardless of wastage. Except by express, written agreement, our contracted printing facility will dispose of excess inserts.

Packaging Instructions – Inserts must be adequately packed, secured and protected from damage. Multi-paged inserts should be packed in turns of no more than 50 copies per turn. If boxed, inserts must be packed to avoid bent or ripped pieces. Each box must contain the same quantity. Boxed weight must not exceed 40 pounds. All boxes must be clearly labeled "Herald Newspapers, (Total Quantity), (Insertion Date)".

Pallet (Skid) Loading and Labeling Instructions – Place cardboard on pallet before stacking inserts. Stacked bundles/boxes must not overhang the edge of the pallet. All palletized loads must have a topper and be banded or plastic wrapped. Pallets must be clearly labeled "Herald Newspapers, (Total Quantity), (Insertion Dates)".

Herald Newspapers and our contracted printing facility reserve the right to refuse, and be held harmless for refusing, inserts which arrive damaged, improperly secured, or in any other way do not meet insert specifications or delivery requirements. No assurances, returns, credits or other compensation will accrue from such circumstances.

Insertion Rates

Pages*	Insertion Quantity			Contract Discounts	
	>Full Circ	≥ 25,000	≥ 10,000	Total Media Contract Value	Discount
Single	\$40.00	\$42.50	\$45.00	\$100,000	25%
≤ 4	\$42.50	\$45.00	\$47.50	\$75,000	20%
≤ 12	\$45.00	\$47.50	\$50.00	\$50,000	15%
≤ 24	\$47.50	\$50.00	\$52.50	\$25,000	10%
> 24	\$50.00	\$52.50	\$55.00	\$10,000	5%

* Pages = layers of paper, as inserted

Zoning available by request.