

Preprint Insert Policy – effective May 10, 2014

We appreciate your business and strive to deliver the best service possible. Free standing inserts (“FSI”) and Front-Page Sticky Note rates are not based solely on circulation or distribution. We cannot guaranty the amount of daily or Sunday newspapers sold or distributed. The following policies are applicable to the inclusion of free-standing inserts (“FSI”) and Front-Page Sticky Notes in our newspaper and related publications:

- FSIs and Front-Page Sticky Notes are billed for quantities ordered and inserted. Distribution quantities are forecasted based upon available information. Actual deliveries are subject to change due to fluctuations in subscribers and single copy sales.
 - For all insertion orders, the advertiser must indicate in the insertion order how excess inserts or shortages are to be addressed.
 - Excess
 - If no instructions are provided for excess inserts, at our discretion, we will: (i) insert the excess in adjacent zoned areas, (ii) insert the excess in other products to completely fulfill the order. Any excess after this will be destroyed.
 - Shortages
 - If no instructions are provided for shortages, we will insert what is available without regard for zoned areas covered. If instructed, we will endeavor to cover specific zones first.
- Out of Spec Inserts
 - FSIs not meeting the specifications set forth in our preprint specifications and requirements policy may pose problems for machine insertion. If accepted every attempt will be made to fulfill the order and the advertiser will be billed for ordered and inserted amount. Certain types of out of spec inserts may be accepted and hand inserted for an additional cost. Please check with your sales representative before placing the order.
- In no event shall we be liable for printing, delivery or other preprint production costs incurred by the advertiser. Further, we are not liable for any consequential damages, such as lost revenue, lost profits or similar damages.