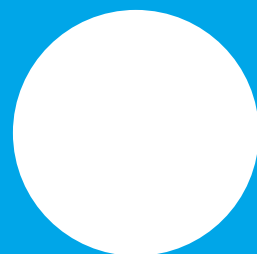


insert guide

USA TODAY-PRINTED



**USA
TODAY™**
A GANNETT COMPANY

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DESIGN AND PRODUCTION SPECIFICATIONS

CREATIVE GUIDELINES

Please use the following guidelines when designing your insert, especially if the insert is designed to compliment USA TODAY's style. If the insert falls outside of these guidelines please contact the USA TODAY Insert Analyst to discuss possible options.

SIZE AND THICKNESS

- USA TODAY-printed inserts are standard or tabloid size products.
- Maximum thickness: Determined by the outside dimensions of the book.
- A standard size product may be up to 1/8 inch thick or 24 page broadsheet / 48 page tab.

DESIGN REQUIREMENTS

Type Styles

- All type faces are acceptable except the Times Roman and Helvetica families.
- Titles and mastheads may not be set in the Futura family.
- USA TODAY's custom fonts may not be used at all.

Columns

- USA TODAY-printed inserts may have no more than six columns of copy.

MASTHEADS

- Type may not be dropped out in a rectangular box the same size as the USA TODAY logo.
- Type may not be dropped out of any shape using USA TODAY's section colors (cyan blue, red, green, royal or gold).
- The banner may not be flanked on either side by flagged or shaded boxes.
- The word "Today" may not be used in conjunction with the advertiser's name, either in the masthead or body copy (e.g. "XYZ Corp. TODAY").

FRONT PAGE FORMATS

- The introductory story should not appear on the top right, beginning on the third column and running to the right side of the page.
- The cover story should not appear with a large central photo above it.
- The cover story should not run to the bottom of the page.
- The "Newsline" column at the left of the front page should not be imitated in any way. This includes the use of the word "line" and bulleted information running down the left side of the page.
- Color charts and/or graphs on the front page should not appear in the lower left corner.
- Tinted boxes with type should not appear in the lower right corner.

PHOTOGRAPHS

- Photos should not be bordered or set in tinted boxes with type inside.
- Photos should not have "flagged ears."

OTHER IMPORTANT GUIDELINES

- USA TODAY's color weather map should not be imitated.
- Any USA TODAY headlines, such as "Across the USA" and "USA Snapshots" should not be used.
- Scotch rules (3/4") with type on the rules should not run across the top or bottom of the page, or act as a feature headline.
- The phrase "USA" should not be used as an adjective, either in headlines or body copy (e.g. "USA automakers")
- USA TODAY-printed inserts must carry an identifying slug containing the client's name (e.g. XYZ Corp Special Advertising Section). This should appear at the top of page one and possibly inside copy if deemed necessary.
- Avoid placing type, logos or saturated images in the gutter. It may result in a mirrored image on the adjacent page.
- Inserts are required to include a disclaimer statement. The statement should appear at the top of page one and read, "Advertising Supplement to USA TODAY".

DESIGN AND PRODUCTION

INSPECTION BEFORE PRINTING

Prior to production of the insert, a layout must be submitted for inspection.

- The sample material should include a layout of all pages, showing final creative and content.
- This layout must be approved by USA TODAY.

Send layout sample to:

[USA TODAY Advertising Operations, 7950 Jones Branch Drive, McLean, VA 22108 | Attn: Insert Analyst](#)

PRODUCTION SPECIFICATIONS & MATERIAL DELIVERY

USA TODAY accepts digital materials only. They should be prepared to the same production specifications as USA TODAY.

Please visit our online Production Specification Guide at <http://onlinemediakit.usatoday.com> under “Advertising Information” for the latest production and materials delivery information. A printable PDF of the guide is also available at this Web site.

USA TODAY CREATIVE SERVICES

USA TODAY can produce your insert from start to finish. Our Promotions Department can help develop and execute an advertising concept, including writing and editing; design and layout; art and photography; and color preparation for press.

The following may incur additional cost:

- Any special writing, photography, artwork or typesetting requested by the client which requires freelance contracting (above a normal level).
- Copy-splitting which requires multiple mechanicals.

For further information, please contact your USA TODAY Sales Representative.

PRODUCTION SCHEDULES

The following time guidelines apply whether the insert is designed by the client or USA TODAY's Creative Services is used:

- Allow a minimum of six to eight weeks production time for sections which are half four-color and half B/W.
- Allow a minimum of eight weeks production time for sections which are all four-color.

Please note the schedules can be flexible. For more detailed information contact the USA TODAY Insert Analyst.

TRAFFICKING

INSERTION ORDERS

Insertion orders are due for processing as soon as possible after the insert is booked in order to hold the space.

Send Insertion Order to:

[USA TODAY Advertising Operations, 7950 Jones Branch Drive, McLean, VA 22108 | Attn: Insert Analyst](#)

Insertion orders should contain the following information:

- | | |
|------------------------------------|----------------------------------|
| • Name of advertiser | • USA TODAY Sales Representative |
| • Insertion date | • Number of pages per supplement |
| • Contact name at agency / printer | • Length & width of supplement |

CANCELLATIONS

Cancellations will not be accepted after six weeks prior to the scheduled insertion date.

USA TODAY INSERT ANALYST

For more information about circulation and USA TODAY regions, contact:

[Raphael Mensah | 703.854.5213 | \[rmensah@usatoday.com\]\(mailto:rmensah@usatoday.com\)](#)

For advertising information, including rates and contacts, please see our Rate Card.