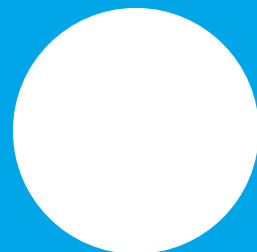


# insert guide

ADVERTISER-SUPPLIED



**USA  
TODAY™**  
A GANNETT COMPANY

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# DESIGN AND PRODUCTION

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## LAYOUT REQUIREMENTS

All specifications are based on a common denominator derived from inserting equipment used in the USA TODAY production network. Please review these specifications carefully as they are critical to insert approval. If you have an insert that falls outside of these reproduction guidelines please contact the USA TODAY Insert Analyst to discuss possible options.

## DIMENSIONS, PAGE COUNTS AND STOCK

**Minimum outside final folded dimensions:** 5.5" width x 8" height

**Maximum outside final folded dimensions:** 10.75" width x 10.5" height

**Maximum outside final folded dimensions:** Single sheet: .007 thick or 80# card stock

**Minimum thickness:** Quarterfold: 8 page, 30# newsprint

Tabloid: 8 page, 30# newsprint

Broadsheet: 4 page, 30# newsprint

**Maximum thickness:** If outside dimensions are 10.75" x 10.5": 1/8" thickness is max or 24 pg  
(determined by the outside dimensions of book) broadsheet/48 page tab

If outside dimensions are 5.5" x 8": 1/16" thickness is max or 16 page  
broadsheet/32 page tab

## FOLDS

- Insert equipment requires a solid fold to grip. All inserts must have at least one straight edge.
- Accordion folds, Z folds, loose flaps and jagged edge cuts are not accepted.
- The final fold must be along the longest dimension.
- Insert equipment will grip the piece on the folded edge.

## BINDERY

- Perfect bound and stapled inserts are accepted.
- Staples, if used, must be located on the fold and placed not more than three inches from the midpoint of the fold
- Staples must not be used at the midpoint of the fold.
- Staples used must be tight, thin wire.

## POSTAL SPECIFICATIONS

- All inserts which will run in mail copies must meet US Postal Periodical specifications.
- Separate prices or subscription instructions from those of the host publication may not be used.
- Catalogs may not be inserted into mail copies.
- The insert may not contain a First-Class Mail or Standard Mail Permit imprint.
- The material can not include an ISBN imprint (International Standard Book Number).
- Products such as cassettes, disks and phone cards may not be placed in mail copies.
- More information available at [usps.com](http://usps.com) in the periodical section.

## INSPECTION BEFORE PRINTING

Prior to printing the insert a paper stock sample and Blue Line dummy must be approved by USA TODAY.

- The paper sample must be actual stock and size.
- The product must be folded as it will appear in final form (bound if necessary).
- The dummy does not need to be printed. However a layout showing creative and content must be approved by USA TODAY prior to printing.
- All Advertiser supplied inserts must be examined to determine the need for a disclaimer statement.

In the event the product could be confused with editorial, the statement "Advertising Supplement to USA TODAY" must appear at the top of page one. Send Blue Line, paper samples and dummy to:

**USA TODAY Advertising Operations, 7950 Jones Branch Drive, McLean, VA 22108 | Attn: Insert Analyst**

## DESIGN AND PRODUCTION

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### QUANTITIES

Contact Raphael Mensah at 703.854.5213 for quantities and shipping locations. Quantities being ordered for the USA TODAY print sites to insert are based on:

- an estimate of market circulation driven by daily local and national events;
- an estimate of shipment and machine waste;
- a margin which is provided for unpredictable increases.

Total circulation varies daily and from site to site. Therefore, it is necessary for advertisers to confirm actual print quantities needed before printing.

- USA TODAY will not provide rate adjustments for shortages or overages realized through circulation fluctuations or for circulation missed as a result of advertiser delivery shortages.
- Mechanical inserting machine variation may occur, resulting in the possibility of occasional skipping or doubling.
- The advertiser must specify how to handle any overage. If returns are required the advertiser will be charged for shipping expenses. Unclaimed overages will be destroyed two weeks after the publication date.
- For details, please contact the USA TODAY Insert Analyst.

## TRAFFICKING AND SHIPPING

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### DOCUMENTATION

The following are guidelines on what information USA TODAY needs to best process your insert.

### INSERTION ORDERS & PRINTED SAMPLES

Insertion orders are due 48 hours after the space is held and 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 and width of supplement |

10 samples of the final produced insert are due immediately after printing to:

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

### BILL OF LADING/FREIGHT

The "Bill of Lading /Freight" should contain the following information:

- |                             |                                  |
|-----------------------------|----------------------------------|
| • Name of advertiser        | • Name of carrier                |
| • Insertion date            | • Number of pages per supplement |
| • Name of printer           | • Length and width of supplement |
| • Weight per supplement     | • CO / USA TODAY designation     |
| • Stock and finish of paper | • How supplement is bound        |

### CANCELLATIONS

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

### PACKAGING

All materials must be delivered to print sites on a skid, which can be lifted and moved using a fork truck or hand truck. The runners beneath the skid platform must be placed to allow the proper insertion of fork tines.

## TRAFFICKING AND SHIPPING

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### SKID PACKING SPECS

- Maximum skid dimensions: Height: 5.5' Width/Depth: 4' x 4' Weight: 1800 lb
- Use only non-returnable skids.
- Skids of inserts must be plastic wrapped and metal banded.
- Boxes should be utilized for coated/calendared and/or varnished stock.
- Individual boxes may be no larger than required to hold 300-400 inserts.
- The boxes must be brick stacked on the skid.
- Sheets of cardboard or suitable binder sheets (not waxed or coated) should be placed between layers to keep supplements flat.
- Inserts must be delivered in a consistent number per turn.
- A singular large box for the entire skid is not acceptable.

### SKID LABELING

- Skids, boxes or any insert packaging must be clearly labeled on two sides with the Tag information
- Publication in which to be inserted (USA TODAY)
- Name of insert
- Insertion date
- Total number of inserts shipped
- Total number on each skid
- Total number of skids
- Number of skids (e.g. 1 of 10)
- Printer name and phone number
- Skids must be loaded on the trucks so that the label is displayed facing the truck operator and the second label faces the opposite direction.
- **See page 5 for skid label for use with skids with USA TODAY inserts.**
- **Please note:** USA TODAY is not responsible for insert materials damaged in transit or poorly skidded. The advertiser will be charged for any additional expenses incurred as a result of improper packaging.
- In the event the shipment is not manageable/damaged the receiver may reject the shipment.

### DELIVERY DEADLINES

- Printed materials must be received no later than ten days prior to insertion.
- Shipments of material for multiple insert dates to a specific site need to be approved by the USA TODAY Insert Analyst. USA TODAY print sites have limited storage space and may not accept multiple printings without prior approval.
- See page 5 for a list of USA TODAY print site delivery addresses.

### USA TODAY INSERT ANALYST

For more information about circulation and USA TODAY regions, contact:  
[Raphael Mensah](mailto:Raphael.Mensah@usatoday.com) | 703.854.5213 | [rmensah@usatoday.com](mailto:rmensah@usatoday.com)

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

## SKID LABEL

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**Name of Insert:** \_\_\_\_\_

**Total Number of Skids:** \_\_\_\_\_

**Insertion Date:** \_\_\_\_\_

**Skid Number (Ex. "1 of 4"):** \_\_\_\_\_

**Total Number on Skid:** \_\_\_\_\_

**Printer Name:** \_\_\_\_\_

**Printer Address:** \_\_\_\_\_

**Printer Phone Number:** \_\_\_\_\_

**Contact:** \_\_\_\_\_

### **SKID AND PACKAGING INFORMATION:**

- Skids, boxes or any insert packaging must be clearly labeled on two opposite sides **with this ticket**.
- Maximum skid dimensions: **Height:** 5.5 feet, **Outside Dimensions:** 4 x 4 feet, **Weight:** 1800 pounds.
- COATED STOCK must be boxed and no more than 4.5 feet high.
- Only non-returnable skids should be used.
- Skids delivered to USA TODAY print sites must be able to be lifted and moved using a fork truck or hand truck. The runners beneath the skid platform must be placed to allow for proper insertion of fork lines.
- Insert materials, loose or boxed, must be securely fastened to the skid with plastic wrap and metal bands.
- Insert materials, loose or boxed, must be brick stacked on skid.
- Sheets of cardboard or suitable binder sheets (not waxed or coated) should be placed between layers to keep supplements flat. Inserts must be delivered in a consistent number per turn.
- If inserts are boxed, the boxes used must fit no more than 300-400 inserts.
- A singular large box for the entire skid will not be accepted.
- Restacking of improperly boxed or skidded items may result in back billing of the printer/shipper or freight carrier.

Direct inserting questions to: Raphael Mensah 703.854.5213 at USA TODAY Advertising Operations.