

Guidelines for Preprinted Inserts

Charleston Newspapers

Specifications

Acceptability

Content and configuration of an insert must be cleared in advance by Charleston Newspapers' Advertising Department. For unusual items, 200 samples should be sent to Charleston Newspapers for testing the insert machines at least 6 weeks prior to the insertion date.

Availability

Inserts are accepted Monday through Saturday.

Reservations & Deadlines

Inserts are accepted on a first-come basis. Reservations must be made at least 30 days prior to publication date.



Shipping Requirements

Identification

Skids should be labeled with the following information:

- Printer
- Address
- Advertiser
- Publication Date
- Skid Number
- Number of skids on job

Each skid should have the insert displayed or flagged on two sides.

Delivery

Sunday and daily inserts should be delivered to Charleston Newspapers no earlier than 21 days prior to publication and no later than 20 days prior.

Deliver to:

Charleston Newspapers Loading Dock
McFarland Street
Charleston, WV 25301
ATTN: Steve Burgess, Packaging
Manager (304) 348-7916

Customized Preprint Distributions

Preprint distribution can be customized by zip code* or geographical region. A 10,000 minimum quantity is required. Please allow 2 weeks for customization.

*Some areas not zip code pure

Dimensions

Newsprint or Roto sections

Minimum 8 pages tab or 4 page standard

Size: 10" x 7" minimum

12 x 11" maximum

Smaller sizes upon approval.

Stock: 30 pound minimum

Cards (single sheet)

Size: 5" x 7" minimum

12" x 11" maximum

Stock: 75 pound (.007") or heavier

Material that does not meet the required specifications may require extra handling, the cost of which will be billed directly to the advertiser.

Packing Requirements

- Preprinted inserts should be stacked on solid base nonreturnable skids or pallets. Maximum height: 5 feet including skid (60")
- Skids or pallets should be banded or strapped with a minimum of six steel bands or plastic straps, three in each direction. Cardboard or chipboard should conform to size of skid and be placed:
 - ~Between skids and inserts
 - ~Between layers approximately every 18"
 - ~Between inserts and skid top
- Skids should not be double decked in truck
- Do not tie preprinted inserts, cards or envelopes together in bundles with rope, string, rubber bands, etc.
- When cartons are used for cards, flexies or other special products, the cartons should be:
 - ~Fully packed
 - ~Placed in rows with dividers between each row
 - ~Not exceed more than 40 pounds per carton

Directions

From West I-64

Take the Virginia St. exit, #58B. Follow Virginia Street to McFarland Street and make a right. Loading dock is on the right behind parking garage.

From East I-64, South on I-77

Take the Broad Street (Leon Sullivan Way) exit. Follow Broad Street to Kanawha Boulevard. Turn right onto the boulevard. Make a right onto Summers Street, and then turn right onto Virginia Street. At the 3rd light, make a right onto McFarland Street. Loading dock is on the right behind the parking garage.

From North on I-77/I-79

Take the Washington Street/Civic Center exit, #58C, stay on left at bottom of the ramp and follow to Virginia Street (4th traffic light). Turn left and follow Virginia Street to McFarland Street and make a right. The loading dock is on the right behind the parking garage.

Receiving Hours

Daily Hours

Monday-Friday

7 AM - 4:30 PM

Saturday & Sunday

Closed

Contacts

Packing Manager

Steve Burgess (304) 348-7916

Zoning Information

(304) 348-4860

Receiving

Bill Withrow (304) 348-7919