

The Michigan Daily

Preprinted Insert Rates for Academic Year 2017 – 2018

(September 6, 2017 – April 17, 2018)

Rates listed are CPM (cost per thousand) inserts

Size	1 – 3X	4 – 11X	12 – 19X	20+X
Card/Single Sheet	30.50	30.25	30.00	29.00
4 pg tab	30.50	30.25	30.00	29.00
6 pg tab	55.70	52.90	51.15	45.70
4 pg broadsheet 8 pg tab	55.70	52.90	51.15	45.70
10 pg tab	66.30	63.40	61.60	57.90
6 pg broadsheet 12 pg tab	66.30	63.40	61.60	57.90
14 pg tab	83.50	80.30	77.30	71.05
8 pg broadsheet 16 pg tab	83.50	80.30	77.30	71.05

All rates listed are per insertion and are non-commissionable net rates.

Signed contract must be on file for rates greater than 1 – 3X rates.

Full Run Quantity = 10,000 + spoilage

Minimum Size: 5" x 6" (Card Stock)

Maximum Size: 10.5" x 11.5"

A sample of the insert, signed authorization form or insertion order, and payment (unless credit has been previously established) must be received by your Advertising Consultant for approval five business days prior to distribution. Failure to do so will result in rescheduling the insert. Inserts shipped before approval remain the advertiser's responsibility if rejected. Upon approval, inserts must arrive at the printer at least three business days prior to insertion date. Advertiser is responsible for shipping their inserts. If larger than 10.5" x 11.5", inserts must be folded to meet accepted size requirements.

Once approved, ship inserts directly to printer:

Michigan Web Press
10441 Enterprise Drive
Davisburg, MI 48350

Receiving hours are Monday – Friday, 8:30 am – 4:30 pm

Closed on holidays.