



## Insert Rates and Requirements\*\*

We will deliver  
your message for only

5.8¢

### Why use inserts in The Observer?

- 1. You can save money.**  
You can reach Catholic families in the Rockford Diocese with your advertising insert for about 5.8 cents each. That's only \$58/thousand; far less than standard postal costs, even at bulk rates.
- 2. You can reach a very targeted audience-the right Catholic audience.**  
*The Observer* is the best way to reach Catholic homes in the Diocese of Rockford. *The Observer* is delivered to paid subscribers in 11 counties in Northern Illinois.
- 3. You don't have to stuff envelopes.**  
You don't even have to sort them by zip codes for mailing at the Post Office.
- 4. Your message can be designed the way you want it.**  
Your insert can be created in a one-color, two-color, three-color, four-color format and can be made as simple or complex as your creative skills and budget allow.
- 5. You can even target your message to specified areas of the diocese.**  
Your insert can be sent to the entire *Observer* subscription list or only to the areas you specify. We have five individual zones available to you. There is no extra cost to target these individual areas.
- 6. You receive the assistance of *The Observer* staff all the way through the process.**  
We are eager to discuss your needs and assist you wherever possible in preparing and distributing your message to our diocesan family.

### Insert Requirements\*\*

- 1. Insert piece maximum size is 8.0" x 10.5"**  
It *must not exceed 8.0" x 10.5."* But the insert may be folded to meet that dimensional requirement.
- 2. Total advertising area**  
Total surface area of the insert must be no greater than the equivalent of 8 sides 8.5" x 11." That's almost 750 square inches of advertising space. Two 11" x 17" sheet or four 8.5" x 11" sheets, when printed on both sides, will meet this requirement.
- 3. Additional cost for folding or for larger pieces**  
Advertiser will be liable for additional costs for larger advertising surface area or for folding larger pieces to meet the 8.0" x 10.5" size requirement.
- 4. Insert may be tri-folded.**  
Single sheets that are tri-folded are retained more securely in the paper.
- 5. Insert may be stapled**  
Insert pages may be stapled. It is not necessary to "sticky-tab" the open side. Folded or stapled advertising brochures work well as an insert.
- 6. Insert price does not include printing.**  
Advertiser may design and print the insert at the facility of their choice. Insert price does not include graphic services or printing costs.
- 7. Deliver to our printer two weeks in advance.**  
The inserts must be received, banded and skidded, at our printer's facility in DeKalb at least 2 weeks in advance. Insert price does not include shipping costs. Each carton must be labelled with:  
"Attn: Cindy - For Observer issue (insert the issue date.)"
- 8. Deliver two samples to THE OBSERVER**  
Also send two samples to *The Observer*. MUST arrive NO LATER THAN two weeks prior to insertion date.