



*FS9  
Program*

## *Free Standing Insert Programs*

- 1) The customer determines where they want their insert distributed by the following parameters:
  - zip codes
  - counties
  - city
  - state
  - publication
- 2) Simple rules
  - o Must be at least 800,000
  - o Must supply an example of the insert for weight and content
- 3) Rates for inserts are based on 8-1/2 x 11 insert sheets
- 4) Insert rates are publisher's CPM rates
- 5) Insert rates are not commissionable
- 6) Deadline: Pre-approval for insert size, weight, and content at least 6 weeks prior to insert.  
Final insert deadline at least 4 weeks prior to insert.
- 7) Insert sheets supplied from MACnet to the printer for insure accuracy in delivery.

### **The Cans....with the Insert Program through the Network**

- 8) Can run the inserts in publications where they are currently running display ads.
- 9) Can be billed...Yes, pre-approved advertisers can be billed and must be paid within 30 days of receipt of final invoice and certificates of completion.
- 10) Can and will guarantee circulation
- 11) Can provide your customer with a certificate of completion from every publication requested for the insert.

**THIS IS NOT A COMPLETE LIST OF OUR PUBLICATIONS.  
PLEASE CONTACT THE OFFICE FOR THE CURRENT RATES & COMPLETE LIST.**

7/29/2011

**PUBLICATION INSERT INFO**

<u>Company</u>		<u>CIRCULATION</u>	<u>Cost Per M</u>	<u>Company</u>	<u>Area</u>	<u>#</u>	<u>Frequency</u>	<u>Circulation</u>	<u>Online</u>
Adams Street Publishing Toledo	OH	<b>101,659</b>	\$65.00	Lopez Publications, Inc. Upper Darby	PA			<b>15,151</b>	\$64.00
Arens Corp. Covington	OH	<b>21,937</b>	\$55.00	Maryland Pennysaver Hanover	MD			<b>1,121,783</b>	\$41.00
Broad Street Publishing Trevose	PA	<b>700,000</b>	\$41.00	MJ Media LLC.com Flawders	NJ			<b>60,329</b>	\$55.00
Buxmont Media, LCC Lansdale	PA	<b>54,410</b>	\$40.00	Moneysaver Advertising, Inc. Bolivar	NY			<b>27,216</b>	\$60.00
Columbus Messenger Company Columbus	OH	<b>105,007</b>	\$56.00	Movin Out Slippery Rock	PA			<b>67,671</b>	\$200.00
Crytzer Associated Companies, Inc. Kittanning	PA	<b>50,970</b>	\$33.95	Mulligan Printing Corp. Tunkhannock	PA			<b>111,144</b>	\$5.00
Delaware County Magazine Upper Darby	PA	<b>126,000</b>	\$42.00	NJ Community Publishing East Hanover	NJ			<b>359,023</b>	\$39.00
East County Times Baltimore	MD	<b>42,454</b>	\$45.00	Panhandle Buyers Guide Martinsburg	WV			<b>39,449</b>	\$45.00
Engle Publishing Company, Inc. Mount Joy	PA	<b>423,932</b>	\$40.00	Pittsburgh Pennysaver Pittsburgh	PA			<b>735,770</b>	\$39.50
Erie Pennysaver Erie	PA	<b>66,548</b>	\$39.00	Review Publishing Philadelphia	PA			<b>60,079</b>	\$45.00
Fostoria Focus Fostoria	OH	<b>23,701</b>	\$34.00	Richner Publications Garden City	NY			<b>114,689</b>	\$60.00
Fredonia Pennysaver, Inc. Fredonia	NY	<b>24,189</b>	\$45.00	Schaffner Publications, Inc. Port Clinton	OH			<b>14,136</b>	\$50.00
Graphic Publications, Inc. Millersburg	OH	<b>81,875</b>	\$54.00	The Athens News Inc Athens	OH			<b>18,000</b>	\$60.00
Guide Publications Long Branch	NJ	<b>38,316</b>	\$43.00	The Baltimore Times Baltimore	MD			<b>41,000</b>	\$60.00
Haniford Enterprises LLC Pittsburgh	PA	<b>11,500</b>	\$45.00	The Bargain Sheet State College	PA			<b>29,782</b>	\$55.00
Hocking Printing Company Ephrata	PA	<b>37,756</b>	\$45.00	The Country Print Shop Middleburg	PA			<b>15,198</b>	\$48.00
Journal Newspapers, Inc. White Haven	PA	<b>26,046</b>	\$70.00	The Courier Berlin	MD			<b>30,000</b>	\$60.00
Kaggwa Communications Washington	DC	<b>9,975</b>	\$50.00	The Franklin Shopper Chambersburg	PA			<b>55,514</b>	\$35.00
Kapp Advertising Services, Inc. Lebanon	PA	<b>299,330</b>	\$41.00	The Herald Newspapers Rio Grande	NJ			<b>31,846</b>	\$55.00
Life & Leisure Wayne	NJ	<b>56,372</b>	\$40.00	The Key Shoppers' News, Inc. Swanton	OH			<b>24,592</b>	\$60.00

**PUBLICATION INSERT INFO**

<u>Company</u>		<u>CIRCULATION</u>	<u>Cost Per M</u>
The Queens Pennysaver Ozone Park	NY	<b>8,802</b>	\$65.00
The Villadom Times, Inc. Midland Park	NJ	<b>56,432</b>	\$55.00
The Village View Mountainhome	PA	<b>8,975</b>	\$70.00
The Washington Informer Washington	DC	<b>18,556</b>	\$60.00
The Windsor Press, Inc. Hamburg	PA	<b>71,152</b>	\$53.00
Today's Shopper, LLC Turnersville	NJ	<b>63,970</b>	\$40.00
Trogon Publishing, Inc. Medina	OH	<b>64,696</b>	\$50.00
Upper Perk Shoppers Guide, Inc. Pennsburg	PA	<b>21,694</b>	\$60.00
Washington Family Magazine Herndon	VA	<b>30,000</b>	\$60.00
Webb Weekly South Williamsport	PA	<b>112,975</b>	\$37.50
Webster-Ontario-Walworth Penny Saver Webster	NY	<b>20,458</b>	\$55.00
Weekly Bargain Bulletin Inc New Castle	PA	<b>20,654</b>	\$45.00
Weekly Press of Philadelphia Philadelphia	PA	<b>15,000</b>	\$60.00
Weekly Press of Philadelphia (UCR) Philadelphia	PA	<b>28,377</b>	\$48.00

<b>Total Zones/Pubs Represented</b> <sup>471</sup>	<b>Grand Total of Circulation</b>	<b>5,816,090</b>
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\* Pending Audit



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***One Call Does It All!***