

New York Metro Insert Rates

Copies	Weekday Rate (Mon.-Thurs.)	Weekend Rate (Fri.-Sat.)
5,000	\$1,220	\$1,285
10,000	\$1,720	\$1,805
15,000	\$2,075	\$2,185
20,000	\$2,440	\$2,565
25,000	\$2,525 (Identical content is required. Insertion must be completed in two consecutive days.)	\$2,660 (Identical content is required. Insertion must be completed in two consecutive days.)
30,000	\$2,700 (Identical content is required. Insertion must be completed in two consecutive days.)	\$2,835 (Identical content is required. Insertion must be completed in two consecutive days.)
35,000	\$3,015 (Identical content is required. Insertion must be completed in two consecutive days.)	\$3,170 (Identical content is required. Insertion must be completed in two consecutive days.)
40,000	\$3,295 (Identical content is required. Insertion must be completed in two consecutive days.)	\$3,490 (Identical content is required. Insertion must be completed in two consecutive days.)

(Upfront payment required)

Effective Date: 1/1/2016

Due to current operating capacity, advertisers should be aware of following restrictions when utilizing insert services:

1. Newspapers with inserts will be sold only through newsstands in New York.
2. There is no SUNDAY insert service available.
3. The size of any inserts should not be larger than 11 inches by 10 inches and should at least have single fold or binding. Single sheets should be avoided if possible, and the insert material must be no more than 10 pages.
4. Only one insert client and a maximum of 20,000 copies will be accepted per day.
5. Frequency Discounts :
 Advertisements made in 4 consecutive months can be combined for frequency discounts as follows: 4 times 10 % off, 8 times 15 % off, 12 times 20 % off, 15 times 30 % off.
6. In the event of a technical problem, World Journal has the right to cancel or postpone the scheduled insert.

Circulation Dept.
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