

2016 Insert Specification Requirements

Miami Herald/el Nuevo Herald/Herald Values (Non-Subscribers)/Yes! (Sunday Select)

Insert Order Deadlines: Insert orders must be provided no later than 14 days prior to publication date.

Material Deadlines: Materials must arrive 10 days prior to publication date, but should arrive no earlier than 21 days prior to pub date.

Machine Inserting Availability

- Miami Herald and el Nuevo Herald: Wednesday, Thursday, Saturday and Sunday
- Herald Values (Alternate Delivery/ Total Market Coverage/TMC): Tuesday/Wednesday/Thursday
- F.S.I. are mechanically inserted with Harris and G.M.A. Inserting Machines.

Special Handling (Hand Inserting) Options

Field special handled products incur an additional charge per thousand, and are available on a limited basis only. Please contact your Herald Advertising representative for details.

Distribution/Circulation Minimums/Distribution Zoning Options

	Day	Jacket	Minimum	Distribution
Miami Herald	Wed Insert	Herald Values	20k (or 30k total if in combo with TMC)	HD by zip cluster, zip, or sub-zip; SC by zip cluster. Keys combined HD+SC.
	Thur Insert	TropicalLife	20k (or 30k total if in combo with TMC)	HD by zip cluster, zip, or sub-zip. SC by zip cluster. Keys combined HD+SC.
	Sat Insert	Driv en (Auto/Class)	30K	HD by zip cluster or zip. SC by zip cluster. Keys combined HD+SC.
	Sun Insert	Brandsmart/ Comics	75K	HD and/or SC by zip cluster. Keys combined HD+SC.
el Nuevo Herald	Wed Insert	Viva Mas/Sabores	20k (or 30k total if in combo with TMC)	HD and/or SC by zip cluster. Keys combined HD+SC.
	Thur Insert	Herald Values	20k (or 30k total if in combo with TMC)	HD and/or SC by zip cluster. Keys combined HD+SC.
	Sat Insert	Driv en (Auto/Class)	30K	HD and/or SC by zip cluster. Keys combined HD+SC.
	Sun Insert	Brandsmart	35K	HD and/or SC by zip cluster. Keys combined HD+SC.
Herald Values (TMC)	Tue/Wed/Thur	Miami Herald Values	20k (or 30k total if in combination with Wed or Thur MH or ENH)	Zip or sub-zip. No Broward County sub-zip.
Yes! (Sunday Select)	Sat/Sun	"Yes!"	50k (or 30K total if in combination with MH buy)	Total distribution.

Zoning Rules Thanksgiving Day

	Day	Jacket	Minimum	Distribution
Thanks giving	Thursday	Miami Herald/el Nuevo Herald/ Yes!	Full run distribution	Full run distribution in Miami Herald, el Nuevo Herald and Yes!

Circulation

Miami Herald Packaging Service projections should be used for calculating all orders. The Miami Herald, El Nuevo Herald, Yes! (Sunday Select) and Herald Values (TMC) circulation varies seasonally. The exact number of FSI's needed can be estimated once a publication date is selected. All estimates of circulation are projections and are therefore subject to change without notice.

Insert Size Requirements

- Maximum size: 11" X 11"
- Minimum size for machine insertion: 5" X 7"
- Minimum thickness: 0.0050"
- Below minimum thickness spoilage recommendations:
 - <0.0045" add 5% for spoilage
 - <0.0040" add 10% for spoilage
 - <0.0035" add 15% for spoilage
 - <0.0030" add 20% for spoilage
 - <0.0025" below acceptability threshold
- FSI not meeting insert machine specifications or containing objects require Production Circulation approval for special handling.

Skid Pallet Packing Requirements

- Floor clearance from floor to bottom of pallet base is a minimum of 4 ½" to a maximum of 7".
- Maximum allowable loaded pallet height is 5 ½' measured from the floor to the top of the pallet.
- Maximum acceptable weight per loaded pallet is 2,500 pounds.
- Unstable products that are difficult to contain must not be banded or tied and are to be put in telescoping cartons.
- Dunnage must be used whenever necessary to keep the carton loads intact.
- A sample of the insert must be displayed on two adjacent sides of each pallet.
- Stack product in limited turns (ie., only one turn in a bundle of 100); minimum turn size is 4", maximum is 12".
- Cardboard every layer
- Securely wrapping skids
- Band skids if necessary

Skid Pallet Tag Identification Requirements

- Name of Publication (The Miami Herald, El Nuevo Herald or Herald Values (TMC).
- Free Standing Insert (FSI) name
- Publication date of FSI
- Total number of FSI shipped
- Number of FSI in each lift
- Number of FSI on pallet
- Individual pallet number
- Total number of pallets in shipment
- Total pallet weight
- Name of printer and phone number
- Reserved space for two bar codes
- Pallets must be loaded on truck so that the pallet tag is displayed facing unloading opening.

Fed Ex/UPS deliveries

- For all deliveries, a BOL is required
- Advertiser/printer provided BOL must be attached to the outside of the box or pallet

Card/Envelope Size Requirements

- Maximum size: 11" X 11"
- Minimum size: 4" X 6"
- Minimum thickness: .007"
- Second or front ply may consist of flap no less than 3 ½" side. This flap may vary in size up to the full 11" width of the primary ply

Card/Envelope Packing Requirements

- The printer should place card and/or envelope supplements in rows in a cardboard box with a divider between the rows.
- If more than one layer is to be included in the box, there should be a cardboard separator between layers.
- All boxes must be fully packed with the same quantity.
- Weight may not exceed 40 pounds.

Dated Material Identification Requirements

- Dated materials must have the expiration date printed on the first page.
- Publication date of FSI is also recommended.
- Gang listings of newspapers distributing the same insert is acceptable.

Bills of Lading (B.O.L.) requirements

- | | | |
|------------------------|-----------------------|-------------------|
| • B.O.L. number | • publication date | • number of skids |
| • name of shipper | • delivery date | • weight of skids |
| • address of shipper | • Name of FSI | |
| • contact phone number | • total number of FSI | |

Receiving Addresses and Hours

Shipments must be delivered Freight on Board (F.O.B.) to the Miami Herald or Goodwill Inserting Facility. For additional information regarding dates and delivery of F.S.I., contact your Herald Advertising Manager.

The Miami Herald 3500 NW 89th Ct., Doral, FL 33172 (305) 376-2598

Open Monday through Friday 8:00 am to 4:00 pm., first come first served; no appointments taken.

Accepted: All special handled products and all Herald Notes

To arrange for delivery extensions or after hour deliveries, contact the Loading Dock Manager at (305) 376-3196 or the Transportation Manager at (305) 376-3192.

Directions:

From I-95 Take I-95 (south) to 826 West (makes a bend and heads south) to N.W. 36th Street (west) to 87th Ave (south) to 35th Lane (west) to gate at the end of the street on NW 89th Court.

From 826 Take 826 (south) to 36th street exit (west) to 87th Ave (south) to 35th Lane (west) to gate at the end of the street on NW 89th Court.

Back to I-95 Exit parking lot on 35th Lane (east) to 87th Ave (north) to 36th Street (east) to 826 North. Once 826 heads east follow signs for I-95.

The Goodwill Offsite Inserting Facility 2121 N.W. 21st Street Miami, FL 33142, (305) 326-4218 or 326-4221

Open Monday through Friday 8:00 am to 4:30 pm., first come first served; no appointments taken.

Accepted: all products for machine insertion.

Directions:

From I-95 Take I-95 (south) to S.R. 112 (exit # 4 West) to N.W. 22nd Ave (south\left) to N.W. 22nd Street, to the gate on 22nd Street, between Goodwill and Graybar Electric. Or take I-95 (south) to 836 (west) to 27th Ave. (north) to N.W. 20th Street (east) to 22nd Ave.(north) 22nd Street (west) to the gate, on 22nd Street, between Goodwill and Graybar Electric.

From 826 Take 826 (south) to 836 (east) to 27th Ave. (north exit) to N.W. 20th Street (east\right) to 22nd Ave.(north\left) 22nd Street (west\right) to the gate, on 22nd Street.

Back to I-95 Go back to N.W. 22nd Street, turn right. Go to N.W. 22nd Avenue and turn right. Follow signs for SR112 East, then I-95.

The Miami Herald Annex 2200 N.W. 24 Ave. Miami, FL 33142, (305) 635-4808

Monday through Friday 8:00 am to 1:00 pm

Accepted: sample product bags and poly bags

For delivery information and extensions call Operations Transportation Manager at (305) 376-3192.

Directions:

From I-95 Take I-95 (south) to S.R. 112 (exit #4 West) to N.W. 22nd Ave. (south\left) to N.W. 23rd Street (west\right) to N.W. 24th Ave. (south\left), just south of the railroad track on west (right) side of street.

From 826 Take 826 to 836 (east) to 27th Ave (north) to N.W. 20th Street (east\right) to 24th Ave. (north\left), just south of railroad track on west (left) side of street.

Contact Information

For more information on these and other Miami Herald products, contact your Miami Herald representative or call 800-766-2820. Email us at adinfo@miamiherald.com. Be sure to visit MiamiHeraldAdvertising.com.

Miscellaneous notes

- For information regarding contracts/policies/terms, please refer to Contracts/Policies/Terms rate card (H1).
- For information regarding deadlines, please refer to Deadlines rate card (H2).
- For information regarding mechanical requirements, please refer to Mechanical Requirements rate card (H3).