

Hemmings Motor News

ONSERT / INSERT Program

BASE PRICING

Onserts: Run ONLY with subscriber (paid circulation) copies; positioned against the back cover of Hemmings, and enclosed within the polybag. Top position: 15% Premium

Insert Bind-Ins and Blow-Ins: In all copies — subscriber, newsstand and additional distribution copies.

WEIGHT	RATE @ NET COST PER THOUSAND*
Up to 1.00 oz.	\$88/M Net
1.00 oz. – 1.99 oz.	\$112/M Net
2.00 oz. – 2.99 oz.	\$147/M Net
3.00 oz. – 3.5 oz.	\$185/M Net
Over 3.5 oz.	Each additional ounce = \$30/M Net

**Base-pricing for full subscriber circulation only; for smaller quantities, add 10% Net Premium. Prices may vary depending on size, paper and format of your piece.*

DIMENSIONS

ONSERT SIZE	w x h
Minimum	4.875 inches x 6.5 inches
Maximum	7.875 inches x 10.625 inches

ONSERT THICKNESS	
Minimum	.010 inches (Must meet porosity specs; minimum Gurley reading of 25.)
Maximum	.1875 inches

INSERT SIZE, BIND-IN	w x h
Minimum	5.5 inches x 7 inches
Maximum	8.25 inches x 11.375 inches (includes bleed)

INSERT SIZE, BLOW-IN	w x h
Minimum	5 inches x 3 inches
Maximum	6.5 inches x 6.5 inches

MATERIALS

Overage: 1% Required for all Insert & Onsert Programs

Quantity: Will be provided at insertion; equals monthly paid ABC circulation estimated count for that issue.

PRIOR APPROVAL REQUIRED

Your piece must be approved for size, format, paper and weight, for a price quote. Send actual sample to:

Hemmings Motor News
ATTN: Your Account Executive
222 Main Street
Bennington, VT 05201

SHIP APPROVED PIECES DIRECTLY TO PRINTER:

RR Donnelley & Sons Co.
ATTN: Sue DeLong
801 Union Street
Dwight, IL 60420

ONSERT / INSERT DEADLINE

Due at RR Donnelley on the 10th of the month, two months prior to cover date. For example: Due August 10th for the October issue.

TERMS

- All rates are net. No agency discounts.
- Onserts/Inserts available on a first signed basis, subject to availability.
- All quotes subject to confirmation upon examination of sample and copy acceptance by Hemmings Motor News and RR Donnelley & Sons.
- Hemmings reserves the right to limit first-class distribution in the event the total issue weight exceeds 2.00 lbs based on confirmed order dates.
- Hemmings reserves the right to limit fourth-class distribution in the event the total issue caliper exceeds .75 inches based on confirmed order dates.

Call 1-800-227-4373 ext. 79630, and ask for your Account Executive