

Make a great first impression with the Target Polybag Program



Your ad can be the first thing a *Dispatch* home subscriber sees when it's printed on a Polybag insert. These bags are normally used to protect subscriber's newspapers from the elements, but they are also a great medium for your special promotion message.

Your Polybag can be delivered to our full home subscriber circulation, or in designated areas to cover your market.

2005 SAMPLE/POLYBAG DELIVERY POLICY

- Reservations must be made in writing, no later than 60 days prior to delivery date.
- Reservations are considered firm after 60 days prior to delivery.
- Reservations cancelled after 60 days prior to delivery will be charged a \$3,000 cancellation fee.
- Less than full run sample deliveries are non-exclusive but will not overlap.
- The Columbus Dispatch* reserves the right to alter (with client's approval) or cancel a less than full run reservation prior to 60 days before delivery date.
- The Columbus Dispatch* is not capable of accepting machine insertable samples. Every effort will be made, however, to deliver a self-contained product sample via our carrier system.
- Material must be shipped on header cards, in manageable carrier quantities, of 50 or less. Bags must be 1.25 mil or thicker in the following minimum sizes:
Daily: 7.5" x 21" Sunday: 10" x 23"
Thanksgiving & Christmas: 11" x 23"
All Sundays between Thanksgiving and Christmas: 11" x 23"
- Larger sizes and unusually large sample sizes MUST be approved prior to reservation.
- Sample bags are only acceptable as "sample pouches" or "kangaroo style" bags, sealed at the factory.
- Printing on the sample bags must cover **ONLY THE** front of the bag. The back must be left clear. All art and copy on the front of the bag must be pre-approved by *The Columbus Dispatch*.
- Polybags** without samples are available under the same guidelines as sample deliveries. **Advertising image area 6.75" x 19"**. Certain days such as holidays may require special bag sizes. Suffocation warning label and recycle logo must appear on bag (copy and logo to be provided by *The Columbus Dispatch*).
White bags on both sides must contain *The Columbus Dispatch* logo on top (5" x 3" of both sides or a black and white version 5½" x 20" on the second side of the polybag. Clear polybag (both sides) is acceptable without *The Columbus Dispatch* logo. White bags on one side and clear on the other are acceptable without *The Columbus Dispatch* logo.
- The Columbus Dispatch* reserves the right to review samples and reject any sample at any time prior to delivery date.
- Any charges incurred in excessive handling will be passed on to the client. This includes, but is not exclusive to:
 - Re-handling and /or re-packaging product due to shipping.
 - Re-handling and /or re-packing product to make it conform to proper carrier quantities.
 - Additional shipping charges due to excess bulk.
- Samples & polybags must be in house 14 days prior to distribution. **POLYBAGS MUST BE ON HEADERS OF 50 ONLY.**

Price based on advertiser providing preprinted polybags, and meeting *Columbus Dispatch* material requirements.

Polybags will not be accepted on the same day with other special distribution products.

2006
POLYBAG
PROGRAM

Available Daily and Sunday
Minimum 10,000 Distribution
\$65 net cpm
Zip Code Delivery available,
contact your Account
Executive for details.

NATIONAL | 614.461.5193
RETAIL | 614.461.5500
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The Columbus Dispatch
dispatch.com



EFFECTIVE JANUARY 1, 2006