

PACKING & SHIPPING

When supplements are incorrectly folded, packed or stacked or are mutilated in transit, our mechanical inserting equipment will not function properly. Some copies of the newspaper may be delivered with multiple inserts, some with none at all. At the advertiser's option, we will initiate intensified control measures to try to prevent misses or doubles on poor quality supplements. The advertiser may be billed any additional labor expenses incurred. Further, if the section is of such poor quality that circulation requirements may not be met, we reserve the right to drop the section from insertion. This action might have to be taken at any point along our production schedule. Please see that your printer and your shipper both receive this information.

PACKING REQUIREMENTS

- A. Supplements must be on skids or pallets. If not, the shipment may have to be refused, or the shipper may be charged labor for unloading.
- B. Skids are not to be doubled, tiered (decked), in trucks or trailers or side loaded.
 1. Skidded preprinted supplements shall be stacked on solid base non-returnable skids, or pallets. Loaded skids should not exceed 5 1/2 feet. If pallets are used, a four (4) inch minimum interior clearance will be required. Size is not to exceed 42" x 48". The weight should not exceed 2,400 lbs.
 2. All sections must be well jogged, brick-stacked and banded with a minimum of four (4) inch bands. Cartons are to be used only on photo mailers. They must be fully packed or dunnaged internally and should not exceed 40 pounds in weight.
 3. Wood skid tops must conform in size with the base of the skid.
 4. Product shall be so stacked that it does not protrude beyond the limits of the skid. This practice will help to minimize damage from bands or truck walls.
 5. A protective cover should be placed on the skid before stacking and another before topping. This will prevent to some extent damp and curled sections which we occasionally encounter due to green lumber and weather conditions during shipment. Tie sheets of cardboard should be used on every layer or tier. This helps to keep the supplements flat.
 6. At all times, the folded edges of supplements should be protected from damage-one such way, in the case of a skidded product, is to turn all the folded edges toward the center of the skid.
 7. In banding skids, the band should be tight but not to the extent of pulling down and bending the top turns of supplements or pulling loose the flooring of the skids.
 8. Each skid must display insertion date and quantity. Each skid must be flagged on two sides with the name of the advertiser. Each skid should contain the same number of copies with the last skid being the balance.
 9. Sections must be flat and have tight folds without balloons. They should be free from rolled edges, wrinkles, and all other distortions.
 10. Supplements for insertions should be packed in turns as follows with a minimum of 4" in height per turn - brick-stacked with interlocking layers in turns of: cards - 1,000 pieces, 8 tab - 150 pieces to 200 pieces, 12 to 20 tab - 100 pieces to 150 pieces, 24 to 52 tab - 50 pieces to 100 pieces, 52 or over - 50 pieces.
 11. Gaps between lifts in a tier shall be held to a minimum dimension as these gaps allow the unsupported portion of the lift above to sag, causing distortion in the papers. Lift shall span gaps in the tier below by a sufficient margin so that the end of the lift will not skip into gap when skid is being transported.
 12. Do not tie preprinted supplements together in bundles with ropes, string, wire, rubber bands, etc. This requirement includes cards and envelopes.

C. Standard Pallet Tag for newspaper inserts should read:

- | | | |
|----------------------|------------------------------|----------------------------|
| 1. Newspaper - | 4. Total # Inserts shipped - | 7. This is pallet # - |
| 2. Advertiser - | 5. # Inserts this pallet - | 8. Inserts printed by - |
| 3. Insert Run Date - | 6. Total # Pallets shipped - | 9. For Information Phone - |

SHIPPING INSTRUCTIONS

Address for all Sunday and daily insert deliveries: **St. Louis Post-Dispatch
Pulitzer Publishing Center
11700 Dunlap
Maryland Hts., MO 63043**

Supplements must arrive F.O.B. at our dock 11 days prior to insertion date. The receiving department is open Monday through Friday 7 a.m. - 6 p.m.; Saturday 7 a.m. - noon. Holidays or unusual circumstances sometimes require earlier delivery. In these instances the advertiser will be notified.

PRINTING REQUIREMENTS

- A. Newsprint section - Use stock 32# or heavier. Page size - 8 page tabloid or 4 page standard minimum. Dimensions - Fold edge minimum 7-1/2" to maximum 11". Cut edge 5" minimum to 10-3/4" maximum.
- B. Cards, free standing stuffers, single sheet w/ flap or 4 page. Minimum .007 thickness. Dimension - 5" x 7-1/2" up to 10-3/4" x 11".
- C. Mailer envelopes (glue seal only) Dimensions - Short seal 4-1/2" wide x 6-1/4" long. Seal - 6" wide x 7-1/4" long.
- D. Stitched sections only on fold or backbone and limited to 24 or more pages. Recommended NO STAPLES.
- E. Cards, coupons, envelopes, etc., are not to be attached to the outside pages of any supplement.

Exceptions to any of the above will be handled on an individual basis and will be accepted upon completion of satisfactory testing. Half tabloid or "Flexi" pages. 7" x 10" (or smaller), 5" x 7" (minimum size accepted). Minimum of 8 pages on flexies.

Preprints should not be individually wrapped in plastic or collated pieces in plastic; these will not run through the insert machines. These inserts, along with food samples and unusual pieces can be delivered as a separate piece.

NOTE: Uncounted or improperly counted supplements which create additional labor requirements will be charged at the rate of \$10.00 per thousand and will be billed directly to the advertiser.

INDICIA (LOGO) REQUIREMENTS

"Advertising Supplement to the St. Louis Post-Dispatch" is the recommended supplement line on each insert. "Gang" listings of newspapers carrying supplements are acceptable. Insert date on the preprint is not required. The supplement line "Newspaper Advertising Supplement" is also acceptable. Any departure from the above procedures must be approved by the St. Louis Post-Dispatch.

FOR ADDITIONAL INFORMATION

Information on shipping and receiving contact: **Dock Foreman**
Phone: 314-569-9944 **St. Louis Post-Dispatch**
Fax: 314-569-9942 **Pulitzer Publishing Center**
11700 Dunlap
Maryland Hts., MO 63043

For directions please call 314-569-9907

For deadline extensions please call 314-432-9555 or 314-432-9951.

For information on preprint rates, deadlines and quantities required please contact: **Brett Murphy**
St. Louis Post-Dispatch
900 North Tucker Boulevard
St. Louis, Missouri 63101
314-340-8577
brett.murphy@post-dispatch.com

Deadlines for delivery of all preprints are 11 days before distribution. Preprints should carry the wording "Advertising Supplement."

Deadline for reservation of Sunday/Daily inserts is 30 days prior to publication date.

2009 DAILY PREPRINTS

Publication Date Week of:				Reservations: <small>(must include circulation distribution)</small>	
Monday	12 / 29 / 08	thru	Saturday	01 / 03 / 09	12 / 18 / 08
Monday	01 / 05 / 09	thru	Saturday	01 / 10 / 09	12 / 24 / 08
Monday	01 / 12 / 09	thru	Saturday	01 / 17 / 09	12 / 31 / 08
Monday	01 / 19 / 09	thru	Saturday	01 / 24 / 09	01 / 08 / 09
Monday	01 / 26 / 09	thru	Saturday	01 / 31 / 09	01 / 15 / 09
Monday	02 / 02 / 09	thru	Saturday	02 / 07 / 09	01 / 22 / 09
Monday	02 / 09 / 09	thru	Saturday	02 / 14 / 09	01 / 29 / 09
Monday	02 / 16 / 09	thru	Saturday	02 / 21 / 09	02 / 05 / 09
Monday	02 / 23 / 09	thru	Saturday	02 / 28 / 09	02 / 12 / 09
Monday	03 / 02 / 09	thru	Saturday	03 / 07 / 09	02 / 19 / 09
Monday	03 / 09 / 09	thru	Saturday	03 / 14 / 09	02 / 26 / 09
Monday	03 / 16 / 09	thru	Saturday	03 / 21 / 09	03 / 05 / 09
Monday	03 / 23 / 09	thru	Saturday	03 / 28 / 09	03 / 12 / 09
Monday	03 / 30 / 09	thru	Saturday	04 / 04 / 09	03 / 19 / 09
Monday	04 / 06 / 09	thru	Saturday	04 / 11 / 09	03 / 26 / 09
Monday	04 / 13 / 09	thru	Saturday	04 / 18 / 09	04 / 02 / 09
Monday	04 / 20 / 09	thru	Saturday	04 / 25 / 09	04 / 09 / 09
Monday	04 / 27 / 09	thru	Saturday	05 / 02 / 09	04 / 16 / 09
Monday	05 / 04 / 09	thru	Saturday	05 / 09 / 09	04 / 23 / 09
Monday	05 / 11 / 09	thru	Saturday	05 / 16 / 09	04 / 30 / 09
Monday	05 / 18 / 09	thru	Saturday	05 / 23 / 09	05 / 07 / 09
Monday	05 / 25 / 09	thru	Saturday	05 / 30 / 09	05 / 14 / 09
Monday	06 / 01 / 09	thru	Saturday	06 / 06 / 09	05 / 21 / 09
Monday	06 / 08 / 09	thru	Saturday	06 / 13 / 09	05 / 28 / 09
Monday	06 / 15 / 09	thru	Saturday	06 / 20 / 09	06 / 04 / 09
Monday	06 / 22 / 09	thru	Saturday	06 / 27 / 09	06 / 11 / 09
Monday	06 / 29 / 09	thru	Saturday	07 / 04 / 09	06 / 18 / 09
Monday	07 / 06 / 09	thru	Saturday	07 / 11 / 09	06 / 25 / 09
Monday	07 / 13 / 09	thru	Saturday	07 / 18 / 09	07 / 02 / 09
Monday	07 / 20 / 09	thru	Saturday	07 / 25 / 09	07 / 09 / 09
Monday	07 / 27 / 09	thru	Saturday	08 / 01 / 09	07 / 16 / 09
Monday	08 / 03 / 09	thru	Saturday	08 / 08 / 09	07 / 23 / 09
Monday	08 / 10 / 09	thru	Saturday	08 / 15 / 09	07 / 30 / 09
Monday	08 / 17 / 09	thru	Saturday	08 / 22 / 09	08 / 06 / 09
Monday	08 / 24 / 09	thru	Saturday	08 / 29 / 09	08 / 13 / 09
Monday	08 / 31 / 09	thru	Saturday	09 / 05 / 09	08 / 20 / 09
Monday	09 / 07 / 09	thru	Saturday	09 / 12 / 09	08 / 27 / 09
Monday	09 / 14 / 09	thru	Saturday	09 / 19 / 09	09 / 03 / 09
Monday	09 / 21 / 09	thru	Saturday	09 / 26 / 09	09 / 10 / 09
Monday	09 / 28 / 09	thru	Saturday	10 / 03 / 09	09 / 17 / 09
Monday	10 / 05 / 09	thru	Saturday	10 / 10 / 09	09 / 24 / 09
Monday	10 / 12 / 09	thru	Saturday	10 / 17 / 09	10 / 01 / 09
Monday	10 / 19 / 09	thru	Saturday	10 / 24 / 09	10 / 08 / 09
Monday	10 / 26 / 09	thru	Saturday	10 / 31 / 09	10 / 15 / 09
Monday	11 / 02 / 09	thru	Saturday	11 / 07 / 09	10 / 22 / 09
Monday	11 / 09 / 09	thru	Saturday	11 / 14 / 09	10 / 29 / 09
Monday	11 / 16 / 09	thru	Saturday	11 / 21 / 09	11 / 05 / 09
Monday	11 / 23 / 09	thru	Saturday	11 / 28 / 09	11 / 12 / 09
Monday	11 / 30 / 09	thru	Saturday	12 / 05 / 09	11 / 19 / 09
Monday	12 / 07 / 09	thru	Saturday	12 / 12 / 09	11 / 25 / 09
Monday	12 / 14 / 09	thru	Saturday	12 / 19 / 09	12 / 03 / 09
Monday	12 / 21 / 09	thru	Saturday	12 / 26 / 09	12 / 10 / 09
Monday	12 / 28 / 09	thru	Saturday	01 / 02 / 10	12 / 17 / 09

2009 SUNDAY PREPRINTS

Publication Date Week of:		Reservations: <small>(must include circulation distribution)</small>	
Sunday	01 / 04 / 09	Wednesday	12 / 17 / 08
Sunday	01 / 11 / 09	Tuesday	12 / 23 / 08
Sunday	01 / 18 / 09	Tuesday	12 / 30 / 08
Sunday	01 / 25 / 09	Wednesday	01 / 07 / 09
Sunday	02 / 01 / 09	Wednesday	01 / 14 / 09
Sunday	02 / 08 / 09	Wednesday	01 / 21 / 09
Sunday	02 / 15 / 09	Wednesday	01 / 28 / 09
Sunday	02 / 22 / 09	Wednesday	02 / 04 / 09
Sunday	03 / 01 / 09	Wednesday	02 / 11 / 09
Sunday	03 / 08 / 09	Wednesday	02 / 18 / 09
Sunday	03 / 15 / 09	Wednesday	02 / 25 / 09
Sunday	03 / 22 / 09	Wednesday	03 / 04 / 09
Sunday	03 / 29 / 09	Wednesday	03 / 11 / 09
Sunday	04 / 05 / 09	Wednesday	03 / 18 / 09
Sunday	04 / 12 / 09	Wednesday	03 / 25 / 09
Sunday	04 / 19 / 09	Wednesday	04 / 01 / 09
Sunday	04 / 26 / 09	Wednesday	04 / 08 / 09
Sunday	05 / 03 / 09	Wednesday	04 / 15 / 09
Sunday	05 / 10 / 09	Wednesday	04 / 22 / 09
Sunday	05 / 17 / 09	Wednesday	04 / 29 / 09
Sunday	05 / 24 / 09	Wednesday	05 / 06 / 09
Sunday	05 / 31 / 09	Wednesday	05 / 13 / 09
Sunday	06 / 07 / 09	Wednesday	05 / 20 / 09
Sunday	06 / 14 / 09	Wednesday	05 / 27 / 09
Sunday	06 / 21 / 09	Wednesday	06 / 03 / 09
Sunday	06 / 28 / 09	Wednesday	06 / 10 / 09
Sunday	07 / 05 / 09	Wednesday	06 / 17 / 09
Sunday	07 / 12 / 09	Wednesday	06 / 24 / 09
Sunday	07 / 19 / 09	Wednesday	07 / 01 / 09
Sunday	07 / 26 / 09	Wednesday	07 / 08 / 09
Sunday	08 / 02 / 09	Wednesday	07 / 15 / 09
Sunday	08 / 09 / 09	Wednesday	07 / 22 / 09
Sunday	08 / 16 / 09	Wednesday	07 / 29 / 09
Sunday	08 / 23 / 09	Wednesday	08 / 05 / 09
Sunday	08 / 30 / 09	Wednesday	08 / 12 / 09
Sunday	09 / 06 / 09	Wednesday	08 / 19 / 09
Sunday	09 / 13 / 09	Wednesday	08 / 26 / 09
Sunday	09 / 20 / 09	Wednesday	09 / 02 / 09
Sunday	09 / 27 / 09	Wednesday	09 / 09 / 09
Sunday	10 / 04 / 09	Wednesday	09 / 16 / 09
Sunday	10 / 11 / 09	Wednesday	09 / 23 / 09
Sunday	10 / 18 / 09	Wednesday	09 / 30 / 09
Sunday	10 / 25 / 09	Wednesday	10 / 07 / 09
Sunday	11 / 01 / 09	Wednesday	10 / 14 / 09
Sunday	11 / 08 / 09	Wednesday	10 / 21 / 09
Sunday	11 / 15 / 09	Wednesday	10 / 28 / 09
Sunday	11 / 22 / 09	Wednesday	11 / 04 / 09
Sunday	11 / 29 / 09	Wednesday	11 / 11 / 09
Sunday	12 / 06 / 09	Wednesday	11 / 18 / 09
Sunday	12 / 13 / 09	Tuesday	11 / 24 / 09
Sunday	12 / 20 / 09	Wednesday	12 / 02 / 09
Sunday	12 / 27 / 09	Wednesday	12 / 09 / 09

**Deadline for delivery of all preprints
is 11 days prior to distribution.**