

OREGONIAN PREPRINT TIPS

Getting your preprints into the right newspapers on the right dates involves many people, machines and paperwork. These tips will help ensure your preprints go where you want them to go.

1) Reservations must be made with your sales rep 10 – 15 days prior to insertion, earlier if possible.

Fax a copy of the piece if possible.

2) Preprints must arrive at the Oregonian insertion facility no later than 10 days prior to the insertion date.

This preparation time is needed due to the tremendous volume of inserts we process daily.

3) Daily preprints, other than single sheets, should be in turns of 50 – 100 and cross-tied in bundles of 100 – 150, depending on preprint size. All single sheets should be bundled in 500 with each bundle cross-tied, slip-sheeted or shrink wrapped.

After they are received, preprints are prepared for delivery to over 100 distributors in the field. These procedures help with counting, so your preprints can be distributed accurately.

4) Please include the following in the bill of lading:

- advertiser's name
- number of copies
- publication date
- salesperson's name
- number of boxes
- count in each box

5) If your preprint will be late, please advise your sales rep, so they can warn our preprint facility thus avoiding errors in delivery and delivery dates.

Deliveries accepted 7 days a week – 7 AM to 10 PM

**The Oregonian Insertion Facility
Kittridge Distribution Center
5015 NW Front Avenue
Portland, OR 97210
503.294.5905**