

# Main Ingredient

## Insert Options Help Your Brand

# Get Attention!



In addition to *run of press* advertising placements within the pages of *Main Ingredient* extra impact building opportunities are available through various bindery insert options for “stitched in” card inserts and blow-in cards, as well as with inserts within poly-bag mail wrappers.

While basic set-up charges are available, estimates for individual options of card inserts or other opportunities should be confirmed on a “case-by-case” basis, depending on size, numbers of pages, and weight. An example piece for insertion must be provided in advance to determine final pricing.

Consult your Main Ingredient advertising representative to determine final investments for your particular needs, or we’re happy to develop a special multi-insertion program or work with you on an individual opportunity.

### Card Blow-Ins

Cards or other materials, maximum size 8" x 11" blown in randomly within each issue.

- Set-up: for each insertion \$225
- Insertion Price: \$3,395 (single card, front and back, full circulation)
- Materials needed no less than two weeks prior to materials due date. Total required for full circulation: 10,000

### Card Stitch-Ins

Cards or other materials, maximum size 8" x 11" stitched at back or front of page signatures (typically 8 page signatures.) Requires minimum 3" flag for binding; perforations allowed.

- Set-up: for each insertion \$150
- Insertion Price: \$3,070 (single card, front and back, full circulation)
- Materials needed no less than two weeks prior to materials due date. Total required for full circulation: 10,000

### Poly-Bag

Cards or other materials, maximum size 8" x 11" inserted within poly-bag along with current issue of Main Ingredient (maximum three per issue); includes carrier card.

- Set-up: for each insertion \$375
- Insertion Price: \$4,320 (single card, front and back, full circulation)
- Materials needed no less than 2 weeks prior to materials due date. Total required for full circulation: 10,000
- Note: other materials, i.e. multi-page pieces for insertion are subject to postal rate impact and need to be reviewed prior for final insertion price.