

## ***Our Community News (OCN) Flyer Inserts***

For greater visibility, have your advertising flyer inserted into our paper and distributed throughout the Tri-Lakes area. Here is how it works:

You supply sufficient quantities of your flyer, we do the rest for **\$45 per 1,000** (\$0.045 per mailbox) for flyers weighing up to 0.2 oz. There is a charge of **\$8 per 1,000** per additional 0.2 oz.

A sheet of copy paper weighs about 0.15 oz. Most 70# or 80# glossy color paper weighs about 0.25 oz. per sheet, so if you intend to run a glossy color flyer, plan on a cost of \$53 per 1,000 (\$0.053 per mailbox).

OCN's print run is 24,400. Our total mailed circulation is now **23,464** distributed as follows:

- All 994 P.O. boxes and the one carrier route in Palmer Lake (zip 80133) - **1,404 papers**
- All 1,284 P.O. boxes and the 17 carrier routes in Monument (zip 80132) - **12,521 papers**
- 12 carrier routes from Baptist Road to Northgate Road (zip 80921) - **7,692 papers**
- Four Black Forest carrier routes from the El Paso County Line south to Hodgen Road and from Highway 83 east to Black Forest Road (zip 80908) - **1,847 papers**

You pick which zip codes are to receive your flyers. For example, to cover all the mailboxes in Monument and Palmer Lake, the total would be 12,521 + 1,404 = 13,925. The insertion cost to cover that area with copy paper flyers would be 13,925 x \$45 = \$626.63. The insertion cost for glossy flyers would be 13,925 x \$53 = \$738.03.

If you would also like your flyer to be inserted in the copies we put in stacks throughout the area, add another **700 flyers**.

Pages in *OCN* are printed 11" wide by 21" high and then the paper is folded in half to 10.5" by 11". Inserts that are 8.5" x 11" fit nicely.

We don't recommend running flyer inserts that are significantly smaller than 8.5" x 11" because they tend to fall out of the paper when the letter carriers are delivering the papers.

Inserts larger than 8.5" x 11" must be folded to no larger than 10.5" x 11" to avoid being damaged during handling. We have had good results with flyers that were 11" x 17" folded to 8.5" X 11".

If you decide to run a flyer insert, please contact us to make arrangements to have your flyers delivered to our printer, *The Denver Post*.

Please provide **2% spare copies** of your flyer to ensure we have enough to complete the mailing. Our volunteers will be glad to drop off any left-over copies.

If you need help preparing your flyer or have questions about running an insert, please contact **OCN Publisher John Heiser** at **(719) 488-3455** or **ads@ocn.me**.