

RING INSERTS POLICY

Nov 2011

The Ring accepts inserts/flyers from university units. Inserts from outside the university are only considered on a special-case basis.

If you are considering placing an insert, contact the editor or advertising sales representative of *The Ring* at least one month in advance.

The Ring is published monthly except August, when there is no paper. Our regular press run is 4,200 copies:

- 425 via Canada Post to subscribers, select donors, etc
- 100 to provincial government
- 3,675 to campus departments and publications distribution boxes

Insert format and placement within *The Ring* are dependent upon the technical ability of *The Ring's* printer to accommodate. Inserts are generally placed into the back fold of *The Ring*, not in the centre of the paper itself.

We have some general editorial requirements for inserts:

- All content and design should comply with *UVic Publications Standards and Guidelines* (see <http://communications.uvic.ca/publications/standards.html>)
- Content should be consistent with the university's institutional messages;
- Insert should be distinctive in design from the general pages of *The Ring*;
- The bottom of each page should carry the following disclaimer: "Published by [name of unit] as a supplement to *The Ring* [date]."
- For approval purposes, the editor of *The Ring* should receive a PDF version of the final layout no later than 10 days prior to the target publication date;
- UVic Communications may delay or refuse publication of a supplement if it does not meet required deadlines, standards or quality.

Client will have insert produced in adequate numbers and deliver them to our printer:
Horizon Publications, 1983 Pandora Street, Vancouver BC V5L 5B2, 604-254-8840

Inserts are required to arrive at Horizon Publications 5 workdays prior to insertion.

Label the cartons as follows:

Name of the flyer
Number of copies of the flyer
Publication the flyer is inserting into (*The Ring*/UVic)
Publication date of *The Ring*

The Ring will charge client:

\$940 for carrying the flyer in *The Ring*
Insertion costs at \$25.00 per thousand
Costs for additional shipping weight from Horizon Publications to campus
Shipping costs from campus to our mail house
Any additional mail prep charges (e.g., for envelopes)
Any additional postage costs if insert is included in our Canada Post mailout