

Newspaper Insert Terms

Cost Per Thousand (CPM)

Used in comparing or evaluating the cost efficiency of publications. It is determined by dividing the rate by the circulation. Applies to FSI, polybags, and post-it notes.

FSI (Free Standing Insert)

Advertising material of varying sizes inserted into the newspaper. Advertising material is usually printed elsewhere, but could also be printed by the newspaper.

Polybag

A plastic bag in which home delivery newspapers are delivered in. Advertising is available on the bags.

Post-It Note

A separately printed post it note that is attached to the front page of the newspaper often to announce an ad within the newspaper.

Proof

First reproduction of the ad as it will appear in the newspaper. Often used to check for accuracy.