

# CAS PUBLICATION INSERTS/OUTSERTS

*Promotional material distributed with CAS Quarterly*

INSERTS/OUTSERTS

Publication Inserts/Outserts allow advertisers to use the official member publication to carry their promotional material. More impactful than Direct Mail, your piece benefits by arriving in a vehicle that has the pre-qualified interest of this exclusive membership, better ensuring your message will be noticed by all recipients.

## BASIC INSERT TYPES



**BLOWN-IN** | A pre-printed, single card or flyer loosely inserted between the pages of the issue.

**STITCHED-IN OR BOUND-IN** | Attached in the binding of the publication (either by staple or glue), this can be a card, single-page or multi-page gatefold advertisement.

**DVD OR BOOKLET** | Items that cannot be Blown-in or Stitched-in/Bound-in must accompany the publication via a polybag or plastic wrap around the publication.

## INSERT/OUTSERT RATES

Final cost is assessed pre-project, based on the physical properties of the piece, the method of insertion or wrapping, and any increases in handling and postage that it may create. Please contact our office to discuss your needs and obtain a specific quote.

## ART PRODUCTION

If you do not have a pre-printed piece, we can provide production and printing services for you. All production services are quoted on a case-by-case basis. Please contact us to discuss your options.

