

How to Use Inserts

Overview

Interlink Circulation allows inserts to be specified based on both geographic and non-geographic criteria. For each insert covering a different group of subscribers, a new set of mailing reports will be created. We call these different coverage groups list sections, as each one is a subset of your overall list. When printing postage reports, you will be given an option to enter separate values of weight and advertising percentage for each list section. There are no limits to the number of inserts that can be configured and they can be turned on or off on an issue by issue basis.

Creating and Editing Inserts

1. Click the **Insert** tab at the near the top of the program.
2. Click the **Add...** button to create a new insert, or select an existing Insert and click **Edit...** to make changes.
3. Enter a name for the insert in the **Name:** field.
4. Specify if this insert should be apply to **Newspaper** or **Shopper** by checking the box next one or both options.
5. Specify the area this insert should cover by clicking the **Add...** button.
6. Select the type of coverage you wish to define.

Coverage Type	Description
All	Full Insert coverage meaning all subscribers will receive the insert. Additional coverage areas on inserts with <i>All</i> coverage are ignored.
3-digit	Coverage for a specified 3-digit zip code area. For example, 3-digit coverage for 491 will send the insert to all subscribers in 49103, 49120, and so on.
5-digit	Coverage for all subscribers in the specified 5-digit zip code area will receive the insert.
PO Route	Coverage for all subscribers on a specific route in a specific zip code will receive the insert.
Rack	Coverage for all papers that are to be placed in a specific rack.
Agent	Coverage for all papers that are to be delivered to a specific dealer.
Delivery Route	Coverage for all papers on a specified home delivery route.
Sublist	Sublists allow you to send inserts to groups of subscribers not distinguishable by geographic area. Sublists are configured under File Configure list Sublists. For assistance setting Sublists up, please contact Interlink.

7. Repeat Step 5 to set additional coverage areas.
8. When finished, click **OK** to save the insert.

The newly created insert(s), and changes to existing inserts will now be in effect for the next issue closed. However, new or updated inserts will not apply to an issue that has already been closed. ■