



**Napa Recycling & Waste Services
Napa County Recycling & Waste Services
Billing Insert Information**

Re: Non-Profit Organizations (policy updated 2017)

Below is a brief description of the requirements and general policy for how to apply, produce, and place an insert into our monthly billing cycle. Billing inserts give local non-profits an opportunity to utilize the monthly garbage billing cycle as a mechanism for education and/or fund-raising activities. If the following guidelines are followed, Napa Recycling & Waste Services / Napa County Recycling & Waste Services (in coordination with the City of Napa's Recycling Division & Napa County Public Works) will make every attempt to honor insert requests. Please note that the availability of placing any insert into our billing depends on the amount of space we have for any particular month. As a basic rule, we will not charge non-profit groups for any postage costs, but any printing and design costs will be the responsibility of each group.

PLEASE NOTE: NRWS/NCRWS and the City of Napa reserve priority use rights for the billing inserts in order to communicate and/or educate customers on solid waste and recycling matters.

If you have any further questions or would like to discuss the inserts in more detail, please contact NRWS or the City of Napa:

Tim Dewey-Mattia
Napa Recycling & Waste Services
Recycling & Public Education Manager
(707) 255-5200 x1204; tim@naparecycling.com

Chris Shoop/Kevin Miller
City of Napa, Recycling Division
(707) 258-9200 x7902 or x7291
cshoop@cityofnapa.org or kmiller@cityofnapa.org

Organizations hoping to formally reserve space should make the request in a written form by e-mail. Requests should include a designated point of contact, a brief description of the organization's mission or event, and the desired month for bill insertion.



General Policy Guidelines:

- 1) **Once Per Year:** Each participating organization will be limited to **one side of one bill insert per calendar year**. Priority will be given to organizations that have historically used the garbage bill inserts. Next in priority will be written requests (e-mail or fax are sufficient) with adequate notice. Requests should be made at least 60 days prior to the regular insertion date (the 20th of each month – inserts are printed and mailed out by the first of the following month). Insert inclusion is typically granted on a first come, first served basis.
- 2) **Qualifying Community Organization:** Non-profit groups should serve the entire Napa community and be prepared to provide evidence of IRS non-profit status if requested.
- 3) **Required Local Printing Vendor:** NRWS/NCRWS uses Printing Strategy, Inc. (located in Napa). Because of a variety of coordination, printing, compatibility, and liability issues, we require that all non-profit groups use this vendor for printing. Using a single company helps avoid any technical confusion and allows for different organization to share two sides of the same insert. Printing Strategy gives an automatic 10% discount to qualifying 501c(3) organizations. Printing Strategy will invoice you directly for your insert upon completion. Please contact Printing Strategy for more information about specific price quotes, processing costs and graphic design costs:

Charles Bartlett
Printing Strategy, Inc.
(415) 307-4256; charles@printingstrategy.com
- 4) **Insert Deadline:** the final insert is due the 15th of the month prior - For example, artwork for inserts mailed out July 1st would be due June 15th. Please email the final insert PDF to tim@naparecycling.com.
- 5) **Insert Design:** Insert design work may be done by an outside designer, as long as we receive the print-ready artwork by the 15th of the month (see details below). For those using a third-party designer, the finished size of an insert should be 3.5” x 8.5” (1/3 cut of an 8.5” x 11” sheet).



- Organizations must provide art files as high resolution PDFs.
 - If the file contains photographs, the photos must be 300 dpi or greater.
 - Design the overall size as 3.5” x 8.5” to accommodate art file bleeds.
 - 1 or 2-color artwork is accepted – but all inserts are now printed 4-color press.
 - Inserts are printed on white paper – to simulate paper color, the background can be flooded with a specific color.
 - 4-color process art must be “CMYK” (color separated).
 - No ”RGB” files will be accepted.
 - Late artwork submission will result in either expedited shipping costs (charged to your organization) or the elimination of the insert from the mailing.
- 6) **Recycled Content:** All inserts are printed on 100% post-consumer recycled paper.
- 7) **Number of Accounts and Areas Served:** Sending an insert to all of our customers in the City of Napa (Napa Recycling & Waste Services) and unincorporated areas of southern Napa County (Napa County Recycling & Waste Services) currently requires a printing run of approximately 28,500 inserts. Costs and delivery terms for any additional insert copies requested by a participating organization should be worked out directly out with the printer. Insert requests for American Canyon should be made directly to Recology - American Canyon at (707) 552-3110. Please note northern Napa County communities (including Yountville, St. Helena, Calistoga, Angwin, etc.) are serviced by Upper Valley Disposal & Recycling and are not included in this billing system. At this time, bill inserts are not available in the Upper Valley area. Interested non-profit groups will have to arrange for water service billings, the quarterly recycling newsletter or another medium to reach citizens in the north Napa County area.
- 8) **Cost Estimate:** The printing costs are now similar for all inserts – there is no additional cost for full color. The price for one insert side ranges from \$800 - \$900. Actually prices will need to be quoted by Printing Strategy, Inc. Inserts can be designed by Printing Strategy for an additional \$100 - \$200.



Typical insert availability (based on mail out dates and historical usage patterns). This does not reflect reservations already confirmed:

January mailing – 2 sides
February mailing – 1 side
March mailing – 2 sides
April mailing – 2 sides
May mailing – 2 sides
June mailing – 1 side
July mailing – 3 sides
August mailing – 2 sides
September mailing – 2 sides
October mailing – 2 sides
November mailing – 2 sides
December mailing – 1 side

[Sample inserts attached on next two pages]



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An Eco-Creativity & Cultural Event

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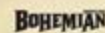
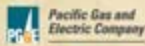
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11-7PM ~ COPIA ~ NAPA, CA

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GREEN WORKSHOPS & EXHIBITORS
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TICKETS

ONLINE/ADVANCE: \$10 adults, \$5 kids (6-12 yrs.)
DOOR: \$15 adults, \$7 kids (6-12 yrs.)
Kids 5 &-under are FREE



FOR TICKETS & INFO, PLEASE VISIT:
www.thinkgreen-worldmusicfestival.com



HELP KEEP THE GLASSY-WINGED SHARPSHOOTER OUT OF NAPA COUNTY



NOT IN MY BACKYARD!

WHAT IS THE GLASSY-WINGED SHARPSHOOTER?

The **Glassy-Winged Sharpshooter (GWSS)** is a small brown insect in the leafhopper family that spreads an incurable disease of grapes called **Pierce's Disease**. The insect also dehydrates plants, reducing their ability to withstand drought, disease and other insect pests.

HOW COULD GWSS GET INTO NAPA COUNTY?

Anyone bringing plants into Napa county from an infested area poses a very real risk of introducing GWSS and causing an infestation. Many southern and some northern California counties already have infestations of GWSS. The local agricultural community is doing all it can by working with the county agricultural commissioner's office to ensure all plants are inspected and GWSS free. But others—such as residents, collectors and landscapers—need to have all plants they bring into the county inspected as well. Call **1-866-BUG-SPOT** for a free inspection.

HOW CAN A HALF-INCH LONG INSECT AFFECT ME?

A GWSS infestation would threaten the economic health of Napa County and everyone who lives, works, visits or shops in Napa County would feel the effect. GWSS would also have an impact on Napa County's natural beauty, yards and parks.

WHAT CAN I DO TO HELP?

Purchase plants from certified local retailers. Inspect the plants in your home landscape. Report any suspected GWSSs, egg masses or "sharpshooter rain" to **1-866-BUG-SPOT**. Place GWSS traps in your yard. Share information about GWSS with friends and neighbors.

BE A SHARPSHOOTER SPOTTER!

For more detailed information about the GWSS, call **1-866-BUG-SPOT** or log on to www.bugspot.org.



1-866-BUG SPOT • www.bugspot.org

A PROGRAM OF THE NAPA COUNTY AGRICULTURAL COMMISSIONER
PRINTED ON RECYCLED PAPER