

Napa Recycling  
& WASTE SERVICES



[www.naparecycling.com](http://www.naparecycling.com)

## Napa Recycling & Waste Services Billing Insert Information

### Re: Non-Profit Organizations (policy updated 2020)

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 (in coordination with the City of Napa's Recycling Division) 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 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](mailto:tim@naparecycling.com)

Chris Shoop/Kevin Miller  
City of Napa, Recycling Division  
(707) 258-9200 x7902 or x7291  
[cshoop@cityofnapa.org](mailto:cshoop@cityofnapa.org) or [kmiller@cityofnapa.org](mailto: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 20<sup>th</sup> of each month – inserts are printed and mailed out by the 5<sup>th</sup> 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 Printing Vendor**: NRWS currently uses BMS Technologies for billing, printing, and mailing. Because of a variety of coordination, printing, and compatibility 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. BMS will invoice you directly for your insert upon completion. Please contact BMS for more information about specific price quotes and design costs:

BMS Technologies  
1036 SE Paiute Way  
Bend OR 97702  
(541) 388-0789  
[bms@bendmailing.com](mailto:bms@bendmailing.com)  
[www.bendmailing.com](http://www.bendmailing.com)

- 4) **Insert Deadline**: the final insert is due the 15<sup>th</sup> of the month prior - For example, artwork for inserts mailed out July 1<sup>st</sup> would be due June 15<sup>th</sup>. Please email the final insert PDF to [tim@naparecycling.com](mailto: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 15<sup>th</sup> of the month (see details below). For those using a third-party designer, the finished size of an insert should be 3.5" w x 8.5" h. Please contact us for more information if you are interested in using our designer's services.
  - Organizations must provide art files as press-quality resolution PDFs.
  - If the file contains photographs, the photos must be 300 ppi or greater.
  - Design the overall size as 3.75" w x 8.75" h to accommodate art file bleeds of 1/8" on all sides.

- All important content must be 1/4" away from the trim edge (safety area measures 3.00" w x 8.00"h)
  - 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." Please convert any Pantone Matching System (pms) spot colors to cmyk.
  - 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) currently requires a printing run of approximately 23,000 inserts. Costs and delivery terms for any additional insert copies requested by a participating organization should be worked out directly out with the printer. At this time, third party bill inserts are not being sent to Napa County Recycling & Waste Services customers in southern Unincorporated Napa County. 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. 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) **Online and E-Billing Inserts:** For customers that receive an electronic bill (via email), all inserts are included as a PDF attachment. In addition, the monthly insert information is included as a blog post at [www.naparecycling.com](http://www.naparecycling.com) during the month that the insert runs. There is no charge for the e-billing or website postings.
- 9) **Cost Estimate:** The printing costs are similar for all inserts – there is no additional cost for full color. The price for one insert side is approximately \$400-\$450. Actual prices will need to be quoted by BMS. Inserts can be designed by our designer for an additional cost.

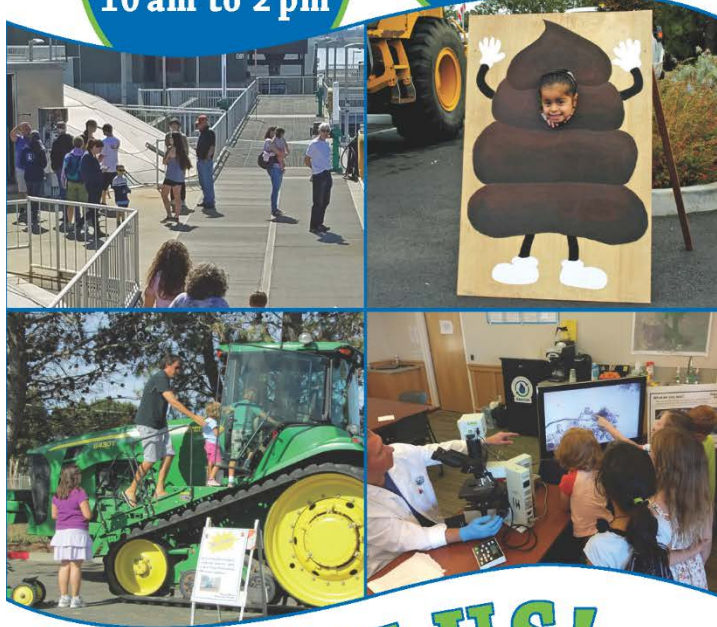
**[Sample 3<sup>rd</sup> party inserts attached on next two pages – please note these examples may not appear to scale]**

**Napa Sanitation District**

**OPEN HOUSE**

**Saturday,  
Sept. 14th  
10 am to 2 pm**

**Plant Tours  
Equipment Demos  
Kids' Activities  
Refreshments**



**JOIN US!**  
**1515 Soscol Ferry Road**



**NapaSan**

**For more information  
call 707-258-6000  
or visit [www.napasan.com](http://www.napasan.com)**



707-224-1786  
952 Napa Street  
Napa, CA 94559

info@puertasabiertasnapa.org  
www.puertasabiertasnapa.org

## Fortaleciendo a la comunidad Latina de Napa Empowering Napa's Latino Community

Cada año, asistimos a miles de personas y familias en tres áreas principales / Each year, we assist thousands of individuals and families in three core areas:

- 1 Educación  
Education
- 2 Salud y Servicios Sociales  
Health & Social Services
- 3 Inmigración  
Immigration

### Programas Comunitarios y Servicios Sociales Community Programs and Social Services



- » Servicios de Salud Mental
- » Ayuda con Alimentos y Vivienda
- » Preparación de Impuestos (ITIN)
- » Educación Financiera
- » Asistencia con Casos de Inmigración
- » Asistencia Para Completar Formularios / Aplicaciones
- » Talleres Educativos
- » Clases de ESL (Inglés como Segundo Idioma), Alfabetización y Educación en Español
- » Mental Health Services
- » Food & Housing Aid
- » Free Tax Clinics (ITIN/Filing)
- » Financial Literacy
- » Assistance with Immigration Cases
- » Educational Workshops
- » Application Assistance
- » English as a Second Language & Spanish Literacy Classes

¡Su apoyo hace esto posible! Más y más personas están viniendo a nuestro centro a pedir estos servicios. La necesidad de estos servicios nunca ha sido más urgente que en estos momentos.



Your support makes this possible! Demand is rising and the need for these services has never been more urgent.