

**TO: ALL COUNTY PERSONNEL**  
**FROM: VERDENIA C. BAKER**  
**COUNTY ADMINISTRATOR**  
**PREPARED BY: PUBLIC AFFAIRS AND WATER UTILITIES DEPARTMENTS**  
**SUBJECT: INSERTS IN COUNTY BILLS**  
**PPM #: CW-O-062**

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**ISSUE DATE**

**February 8, 2019**

**EFFECTIVE DATE**

**February 8, 2019**

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**PURPOSE:**

To establish a process, guidelines and procedures for approval of printed materials to be inserted with bills mailed out by County offices.

**UPDATES:**

Future updates to this PPM are the responsibility of the Directors of Public Affairs and the Director of Water Utilities Department.

**POLICY:**

Printed inserts mailed with county bills are an effective and inexpensive way to communicate with large portions of Palm Beach County's citizens. The content and quality of the inserts must be regulated to ensure that this means of communication is not abused. Any printed material to be considered for insertion with a mailed County bill must meet the stated guidelines and approval process outlined by this policy.


**Guidelines:**

The size of the billing insert must conform to specifications set by the billing department (**see Attachment A**). Content should relate to services, activities, programs or issue positions of the Board of County Commissioners, a Palm Beach County Department or an affiliated County agency. Commercial, political and private advertising are prohibited.

**PROCEDURE:**

**Approval Process:**

Departments desiring to mail bill inserts must submit the proposed insert to the Public Affairs Office for review and approval of the design and content. Upon approval by the Public Affairs Director, the proposed insert is sent to the Water Utilities Manager of Public Information Services via email to receive approval from the Water Utilities Director. All approvals must be obtained prior to scheduling the insert for mailing with the billing department.

  
**VERDENIA C. BAKER**  
**COUNTY ADMINISTRATOR**

**Supersession History:**

1. PPM CW-O-062, effective 7/5/1996
2. PPM CW-O-062, effective 8/1/2011
3. PPM CW-O-062, effective 3/20/2017

## **MAILING INSERT REQUIREMENTS**

- For card inserts, the insert must be 1/3 letter-sized sheet (3.66" x 8.5") printed on one or both sides in black and white or color on 110# index stock.
- For letter inserts, the insert should be actual letter-sized (8.5" x 11") printed on one or both sides in black and white or color on 24# text weight paper and C-folded.
- Do not use glossy or slick paper for inserts.
- The inserts are to be packaged in cartons weighing no more than 30 lbs. and rubber bands should not be used to make bundles as they bend the mail piece.
- The current mailing is at 180,000 pieces per month and at 185,000 inserts for bills for a complete cycle.