



Frequently Asked Questions:

Q: What guarantee do I have that my brochures (or rack cards) will be in the racks I am assigned to?

Our Paper Boy circulation representatives take great care to maintain racks accurately. However, there are times when rack hosts, community volunteers, tourists, and others “take it upon themselves” to move things around. It is our policy to restore your materials to their assigned slots at each time we revisit a rack. Also, it is possible that rack locations may change throughout the season; as such, Paper Boy reserves the right to move your materials to another location as need arises. Your materials WILL, however, always be in at least 75 racks.

Q: Is it possible that my materials could be in more than 75 racks?

Yes. Even though the Paper Boy service is sold out, your materials may be in more than 75 racks due to the fact that some of our locations have an excess number of slots. We have over 100 racks around the peninsula.

Q: Can I pick my racks?

No. While we would love to be able to accommodate each customer’s location requests, it is simply not possible given the volume of materials we manage. Our systems are set up to ensure the greatest quality of service possible for the price we offer, but unfortunately we must preclude custom location selections.

Q: I want to host a rack in my business. Is this possible?

Yes – just give us a call. We are actively pursuing new locations to expand our business. Hosting a rack is a great way to allow us to provide a “clutter” solution for you.

Q: Can I put my materials in the racks myself?

No. Although we appreciate and understand the desire to keep racks as stocked as possible at all times, this inhibits our ability to track your materials accurately and decreases the efficiency of our service. Please call us if you see a rack that needs to be re-stocked and we’ll replenish it in a timely fashion.

Q: Can I move my rack cards to a different slot on the same rack?

Please do not – this also decreases the efficiency and quality of our service.

Q: How frequently do you visit the racks?

During peak season our heaviest traffic locations are visited at least once a week (often more frequently). From November to May, locations are visited on an as-needed basis (Note: many of our rack locations are closed during the winter and, thus, are not serviced).

Thank you for choosing Paper Boy!