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WHAT ARE YOU WEIGHING FOR

Guide for Inserts Packing and Delivery

TARANAKI
DAILY NEWS
Your Place, Your Paper

North Taranaki
Midweek

South Taranaki
Star

Guides For Inserts

Folded inserts

The folded edge of the advertising material will be inserted into the gutter of the publication. The critical dimension is the presented size, not the printed size. All material must be flat and well packaged when received at our press. Folded corners, damaged material or loose edged stacked material will not be accepted. Booklets up to 16 pages can be inserted (dependent on material and weight). For inserts with more than 16 pages please check with your representative.

Substance weight minimums for any folded insert must equate to 120gsm. For example, 60gsm stock when folded equals 120gsm

Multiple Sheet Insert Dimensions:
Max - 395mm* x 289mm when folded
Min - 200mm* x 145mm.

Before we can accept an order, we need to approve a sample or accurate mock-up of the intended insert.

Mechanical Details

Single Sheet Inserts:
Minimum size - 200mm* X 145mm
Maximum size - 290mm* X 210 (A4)
Minimum weight of stock - 120gsm

Tabloid:
If you elect to use 4 and 8 page tabloid inserts, they must be folded once, i.e. in half.

Broadsheet:
Two page (or single) broadsheets and four page (double) broadsheets must be folded into quarters.
Six or more pages must be folded once, i.e. in half.

Other:
For part runs or inserts outside the above guidelines please contact the Newspaper Sales & Distribution Supervisor.

* length of folded edge

Maximum Insert Thickness

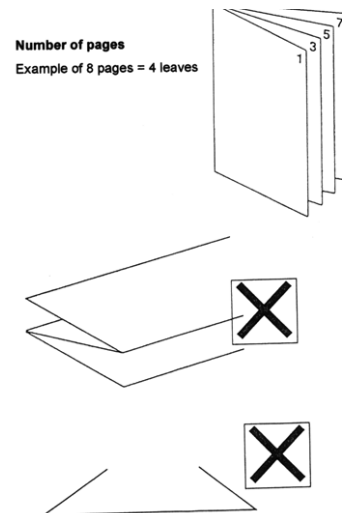
This will be influenced by the overall dimensions of the insert. As a rule of thumb, the design of the insert should not be such that it impedes the rolling of the completed newspaper for home delivery purposes.

Unsuitable Products

Materials not meeting the required specifications may not be inserted.

Binding

Multiple page inserts below 24 pages should be gummed rather than stapled. Where staples are used they must be of thin wire, and must also be accurately placed in the fold of the insert. Above 24 pages, the size of staple is not as critical.



Packaging & Delivery

Packing Specifications

All inserts must be free from 'set-off' and ink must be dry.

Make sure that inserts are kept perfectly flat, with tight folds. Edges should be free of wrinkles and any other distortions.

Each bundle, wherever possible should have no turns. When the condition of the insert makes turns a necessity (stacking) they should be kept to the absolute minimum eg one turn per bundle.

If the bundles are strapped, use the widest practical strapping and make sure that the strapping does not damage the bundles. Use sturdy pieces of cardboard at even intervals through each bundle to help keep the inserts flat. Gaps between bundles on pallets should be kept to a minimum.

Inserts should be stacked so that they don't protrude over the edges of pallets and the outside edges should be vertically even. Pallets without a solid, smooth base will require a piece of wood or heavy piece of cardboard before stacking.

To prevent strap damage when strapping a whole pallet, a solid piece of wood the size of the base pallet must be laid on top of stacked bundles.

To prevent the bundles moving during transportation and to avoid damaging the bundles, pallets should be strapped four ways as illustrated.

For further protection, either wrap or shrink-wrap the pallet in plastic.

We would prefer to have bundles on the pallets with no strapping, shrink-wrapped and corners protected with minimum turns ie once if at all. If inserts are smaller than A4 size then they must be sent in boxes.

Clear Identification

Each pallet must have the printer's letterhead on at least two sides. The letterheads must show:

1. The full delivery address.
2. The (estimated) weight of each pallet.
3. The full name of the advertiser.

In addition, all deliveries must be accompanied by a delivery docket showing:

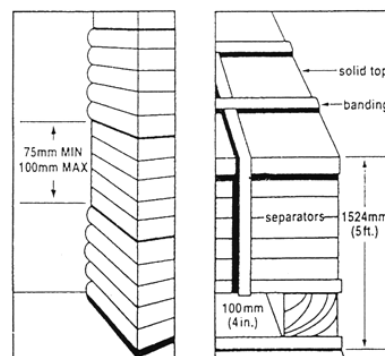
1. The name of the insert.
2. The actual number of pallets on each vehicle and the number of inserts supplied.
3. Where more than one delivery is used, the last docket is to be marked 'final'.

Pallet Dimensions

Pallets should be 1165 X 1165, in good condition with no broken or damaged timbers.

The maximum height of the pallet (including runners) is to be 1524mm and the maximum weight must not exceed 1000kg.

To allow proper handling using forklifts or hand-trucks, runner heights must be no lower than 100mm.



Insert Terms & Conditions

1. *Sample of Insert:* to be supplied 10 working days prior to publication
2. *Cancellation Fee:* 100% will apply to any insert due to...
 - (a) non-arrival of insert material by required delivery date
 - (b) Cancellation of inserts order less than three weeks prior to insertion date or non-compliance with specifications
3. The company has the right to reject advertising material which does not conform to its mechanical specifications. Any insert may not be accepted due to content which may be deemed inappropriate for distribution within the publication.
4. ***Delivery Deadline: Three full working days prior to insertion date.***
5. The charge for the insert shall be in accordance with the insert rate card, unless otherwise agreed in writing.
6. All deliveries must be clearly identified with
 - (a) Title of insert
 - (b) Publication to be inserted into
 - (c) Insertion date
 - (d) Quantity on pallet or in box
7. A minimum of 13,000 inserts is required unless otherwise negotiated with the Newspaper Sales & Distribution Supervisor.
8. Delivered material must match our specifications

Taranaki Daily News & North Taranaki Midweek deliveries to:

Taranaki Newspapers

Attn: Louise Boyder

Courtenay Street Loading Bay

New Plymouth

Ph: (06) 757 6847

South Taranaki Star deliveries to:

Taranaki Newspapers

Cnr Regent & Little Regent Streets

Hawera

Ph: (06) 278 0631

*Inserts must be delivered to these destinations three full working days prior to insertion date.

For all Insert information contact Louise:

Louise Boyder

(06) 757 6847

Fax: (06) 758 4653

E-mail: louise.boyder@dailynews.co.nz