

## ADVERTISEMENT & LOOSE INSERT SPECIFICATIONS

<u>Sizes</u>	Full page type area	245 mm deep x 185 mm wide	
	Full page trim size	270 mm deep x 205 mm wide	
	Full page bleed size	276 mm deep x 211 mm wide	
	DPS type area	245 mm deep x 380 mm wide	
	DPS trim size	270 mm deep x 410 mm wide	
	DPS bleed size	276 mm deep x 416 mm wide	
	Half horizontal	118 mm deep x 182 mm wide	
	Half DPS	118 mm deep x 380 mm wide	
	Quarter horizontal	60 mm deep x 182 mm wide	
	Contents page strip *	37 mm deep x 290 mm wide	
	<i>* gutter falls 97 mm from left hand edge of strip</i>		
	<i>available on 4 column format pages only:</i>		
	Half vertical	245 mm deep x 90 mm wide	
	Quarter vertical strip nibs news	243 mm deep x 45 mm wide	
Quarter page news	118 mm deep x 90 mm wide		

<i>available on 3 column format pages only:</i>		
Third vertical strip	245 mm deep x 57 mm wide	
Third horizontal strip	74 mm deep x 182 mm wide	
Third spot	103 mm deep x 60 mm wide	
Quarter page	103 mm deep x 121 mm wide	

*other sizes available on application*

<u>Deadline</u>	4pm Tuesday prior to publication date <i>(supplements 4pm Monday prior)</i>
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<u>Formats</u>	Hi res PDF / hi res EPS (300 dpi) with all fonts & pics embedded. <i>NB Pantone colours will be matched out of four colour process.</i>
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### **NB: Trapping, Overprint and Knockout**

FTBusiness will not alter the overprint and knockout settings on your document, beyond removing any white overprint. If inappropriate overprint is used in a document (eg a lighter colour set to overprint a darker colour), FTBusiness will not be held responsible for incorrect printed results. The creator should apply any trapping requirements if necessary, but must be aware of the various application software limitations. The printer will not apply trapping.

# **LOOSE INSERTS**

Loose inserts must be delivered by the **Monday** prior to publication date to the following delivery address.

Please check attached spec for full instructions on delivery of inserts.

**Please call Wyndeham prior to delivery to obtain a booking reference and delivery slot - without this your inserts will be turned away.**

**Wyndeham Web Peterborough Ltd**

**Storeys Bar Road  
Eastern Industry  
Peterborough  
PE1 5YS**

**Tel: 01733 555567**

**Joey Duller**

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## 1.DELIVERY.

### 1.1 DELIVERY TIMES

The delivery of inserts should normally be made between the hours of 0800 and 1600 Monday to Friday. All deliveries should be pre-booked through our Insert Clerk or the Bindery/Warehouse Manager. No insert should be received less than 48 hours prior to the binding date.

### 1.2 DELIVERY NOTES

Every pallet should have a clear identification label and all deliveries of inserts, etc. must be accompanied by a delivery note which clearly states:

- a. The name of the publication in which the insert is to be used.
  - b. The publication date and/or issue.
  - c. The insert's name.
  - d. Any applicable insert code number.
  - e. The quantity of inserts delivered.
  - f. The total number of pallets and/or boxes supplied.
  - g. The name and address of the supplier and/or printer of the insert.
  - h. State type (loose or bound/stitched in)
- All part deliveries must be accompanied by individual delivery notes.
  - Inserts that are to be used for different issues/publications should be supplied on separate pallets, and appropriate quantities stated on the delivery notes.

As we are unable to physically verify the quantity of any inserts delivered to us, the quantities stated on the delivery notes will be taken at face value. Consequently, if at a later stage it is found that the quantities stated on the delivery notes are incorrect we cannot be held responsible for any subsequent shortfall.

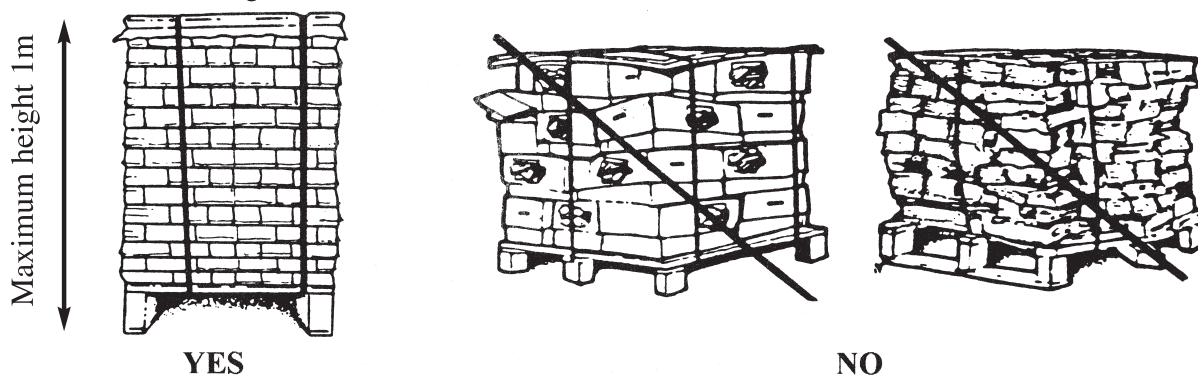
*Deliveries of inserts which are not accompanied by a delivery note may be rejected at the factory unless suitable information can be obtained at the time of delivery.*

### 1.3 PRESENTATION ON DELIVERY

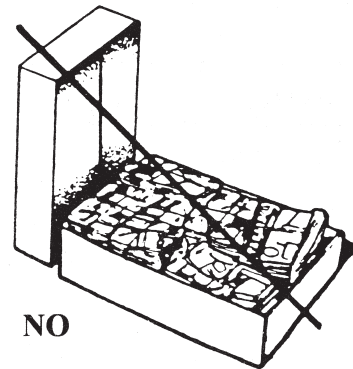
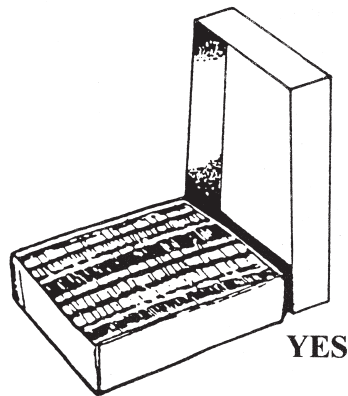
Inserts that are not presented according to the following guidelines will not be accepted.

- a. Inserts should be delivered correctly stacked on pallets.

Maximum weight 1 tonne.



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- b. All pallets used must be in good condition in order to allow them to be double stacked.
  - c. All pallets must be adequately wrapped to ensure that the load is stable and that the inserts are suitably protected during transit in order to prevent damage.
  - d. Inserts which are stacked loose on pallets must be presented with the minimum number of turns possible. This should not be less than 50 inserts (or 125mm) per turn.
  - e. If an insert is not suitable for palletisation, due to its shape or size, then it should be packed neatly into cartons. If cartons are used, then the weight of each carton should not exceed 9.0 Kg.
  - f. All inserts supplied in cartons must be presented “unbanded” and stacked all in the same direction (e.g. no turns). Cartoned inserts should be delivered correctly presented on pallets.



- g. No inserts should be delivered in shrink wrapped packs.
- h. Each pallet, or unpalletised box, of inserts should display a sample of the insert together with a suitable label which states the name and date of the publication, and the quantity of the inserts contained on the pallet or in the individual box.

***Inserts which are badly or incorrectly packed or presented will be subject to an additional handling charge or rejected***

#### 1.4 NOTIFICATION OF RECEIPT

When an insert is accepted into our factory we undertake to notify our customer of their receipt as soon as is reasonably practicable. This notification will normally be made in writing and accompanied by samples of the insert supplied. Occasionally notification may be made by telephone or fax due to the time constraints of the publication concerned. Where this is the case, confirmation of the receipt and samples of the inserts will be sent thereafter.

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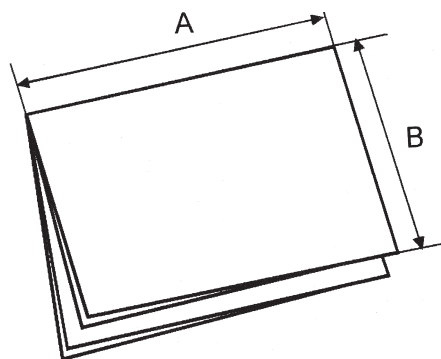
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## 2.LOOSE INSERTS

Our binding lines can only insert a certain number of loose inserts and subsequent additional inserts will require hand insertion at extra cost and will necessitate extra production time. Prices for hand insertion are available on application

The following applies to all loose inserts:-

- a. All loose inserts should be at least 20mm smaller than the trim size of the magazine in both dimensions A and B.
- b. The minimum thickness of a single sheet loose insert should be no less than 130gsm.
- c. It is not possible to machine insert a concertina folded insert.
- d. All loose inserts of 4 pages or more are fed into the publication spine first.
- e. The pagination of an individual loose insert should be no more than 32 page (Maximum grammage for 32pp is 100gsm but higher grammages can be used on inserts with proportionately fewer pages)
- f. The minimum size of a single loose insert should be 115mm and 70mm.
- g. For small paginated publications, please refer to the relevant factory to agree on the number of inserts to be incorporated.



### 2.3 SADDLE-STITCHED BOUND-IN INSERTS AND BOUND OUTSERTS

Saddle stitched bound-in inserts and bound outserts should have a minimum of 4 pages to a maximum of 32 pages. All bound-in inserts and bound outserts over four pages must have a closed head or tail as appropriate to the way in which the publication in question is to be bound.

The standard formats for bound-in inserts and bound outserts are as follows:

- a. Signatures with a high or low folio lap (gripper opening)

	maximum	minimum
A	480mm	155mm
B	325mm	115mm
C	18mm	6mm

