

Ad-Note and Insert Specifications



The Advertiser, Sunday Mail & Messenger

Ad-Notes deadlines & publishers conditions

Additional charges

Ad Notes can be published on the front cover of *The Advertiser and Sunday Mail* and pre-printed sections and magazines including *SA Weekend, Escape, Home* and *TV Guide*. To ensure the quality of the Ad Note reproduction, only full adhesive one sided Ad Notes can appear on pre-printed sections.

When there is a special wrap around of the newspaper for e.g. Melbourne Cup, we will not accept an Ad Note on the front cover on this day.

Deadlines

Material must be supplied at least 15 working days prior to insert date.

Image preparation & tone density

Printed at 150 lines per inch. Images should be 300dpi and all linework 1200dpi. Ink coverage total sum density must not exceed 300%. Dot gain is compensated for at the printers, a 50% screen is output at 35% to print a 50% dot. A 10% screen will print at about 25% however the printer can only knock back incrementally for any screen below 20% to maintain tonal range, please consider this when creating artwork. Type should be no less than 6pt and fine serifs should be avoided. White reverse type less than 12 point bold should be avoided when reversed out of more than one colour. White reverse type under 6pt bold in a single colour should also be avoided.

Colours

A total of eight (8) colours can be printed on the note, with a maximum of two (2) colours on the reverse. Any colours printed on the back will come out of the total 8 colours (ie 6 colour front + 2 colour back). Please use spot Pantone colours rather than CMYK breakdown for text and line work if possible (particularly when artwork does not contain 4 colour images and total colours will be less than 4 colours).

Spot colours will be run to match coated/uncoated PMS colours. Machine varnishes are included in the colour count.

File Delivery and Proofing Requirements

- All artwork to be supplied as hires pdf, submitted via Quickcut, Adsend or Digitalads.
- A digital proof must be supplied for all ad material to ensure the accuracy of content and reproduction of your ad. News Corp Australia will only take responsibility for accurate colour reproduction when a 3DAP certified contract proof is supplied. Please send hard copy digital proofs to: <insert address here>

Quality control

News Limited is committed to producing printed products of the highest calibre. Our expert team will ensure that your artwork is reproduced as intended. It is your responsibility to supply material according to these guidelines and formats.

Every artwork file received will be flight checked by our production team, colour checked by our pre-press team and proofed. If we think the supplied ad will not reproduce to expectations of the supplied client proof, the client will be notified.

Contact us

For more information or advice on specifications and file delivery, please call:

Quality Control
(08) 8206 2570

Adstream Delivery System
1300 768 988 - www.adstream.com.au

Adsend
1300 79 89 49 - www.adsend.com.au

Welcome

Our Audiences

Innovations

Our Brands

Print

Digital

Advertising Specs

Insert Specs

Terms & Conditions

Contacts

The Advertiser & Sunday Mail

Inserts rates deadline & conditions

Deadlines

Booking deadlines:

Availability should be checked as soon as a preferred date for insertion is available, at least 30 days.

Delivery deadlines:

Inserts must be delivered 10am, 5 working days prior to the date of intended publication. Additional charges will apply if delivery deadlines are not adhered to.

Cancellation:

Cancellation must be verified 5 weeks prior to deadline of booked publication date. November/December cancellations must be verified 12 weeks prior to the booked publication date.

Publisher's conditions

The Advertiser and Sunday Mail Zones vary according to delivery route therefore, Zone Inserts 100% accuracy is not guaranteed.

All inserts are subject to approval of the publisher, who reserves the right to refuse any material considered unsuitable for publication.

Whilst every effort will be made to publish inserts as ordered, no liability can be accepted for misplacement or omission.

The publisher does not guarantee a level of response regarding an insert.

The advertiser undertakes that there is nothing misleading or deceptive in the insert material submitted for publication and that it does not contravene any Federal or State advertising laws or advertising industry codes.

Both the advertising principal and the accredited agency

jointly and severally agree to indemnify News Corp Australia Publications against any liability for any penalty, damages, costs or otherwise arising from publication of the insert.

The publisher reserves the right to abort insertion of products outside of specification if it disrupts production.

Commercial inserts may appear in any section within the booked day's publication.

Please note insert quantities will be updated quarterly.

News Corp Australia cannot guarantee that insert customers have solus positioning within the book, or will not conflict with like businesses

News Corp Australia will give first right of refusal for insert berths to advertisers that book regular activity.

If you have any questions regarding inserts or for technical support please call our Inserts Production Manager on 08 8206 2487

Welcome

Our Audiences

Innovations

Our Brands

Print

Digital

Advertising Specs

Insert Specs

Terms & Conditions

Contacts

News

Messenger

Inserts advertising specifications

Delivery details

Cochrane's
98 Jervois Terrace
Torrensville SA 5031
(Between 8am and 4pm Mon-Fri)

Deadlines:

Booking deadline 4pm Tuesday
week prior.

Delivery deadline 4pm Wednesday
week prior.

Pallet identification:

The pallets must have shown on
at least two sides the following
information:

- ▶ Name of the publication for which the inserts are intended.
- ▶ Client's name and address.
- ▶ Issue date and distribution requirements Copies per bundle.
- ▶ The estimated weight of the pallet and total quantity.
- ▶ Bundles or boxes must not exceed 13kgs in weight and must be cross strapped.

Size Specifications

| Sizing | Dimensions (Height x Width) |
|--------------|-----------------------------|
| Minimum size | 150 x 99mm |
| Maximum size | 340 x 260mm |

Minimum and Maximum paper stock

| Paging | Maximum GSM |
|------------|-------------|
| 1 page | 120 |
| 4-6 pages | 90 |
| 8-10 pages | 65 |
| 12+ pages | 54 |

Publisher Conditions

1. Publisher reserves the right to distribute inserts for more than one Advertiser at any time.
2. All materials to be inserted into a publication must be delivered to Publisher in accordance with all requirements of Publisher including delivery address, deadlines, packaging and bundling requirements.
3. Publisher, including its agents and contractors, may delay the distribution of inserts, if they reasonably believe that the quality or delivery of the relevant publication is likely to be jeopardised by the inclusion of the insert.
4. Additional charges may need to be agreed between the parties
where: **a.** insert materials are to be held by the Publisher at the premises of the Publisher (or its distributors) for more than two weeks; or **b.** insert materials are to be re-consigned or require additional packing or handling.
5. Risk in the insert materials remains with the Advertiser at all times.

Welcome

Our Audiences

Innovations

Our Brands

Print

Digital

Advertising Specs

Insert Specs

Terms & Conditions

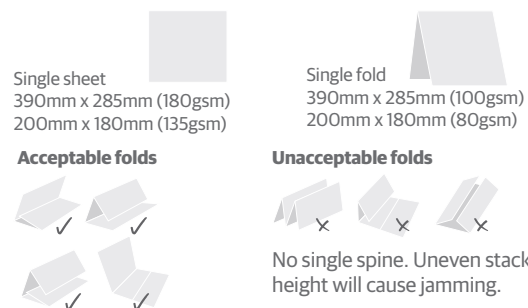
Contacts

The Advertiser & Sunday Mail

Inserts acceptable sizes & conditions

Acceptable inserts

All paper weight specifications are the minimum acceptable. Please see following page for detailed information on acceptable sizes and stock weights.



Tabloid inserts

Four and eight page tabloid products, less than 100gsm, must be quarter folded. Prior to acceptance tabloid products must be inspected to determine whether a quarter fold is required. Maximum size is 390mm deep x 285mm wide.

Card and envelope inserts

Cards and envelope inserts should be stacked flat in cartons with no turns. Packing should be used to fill gaps in rows. The weight of the carton should not exceed 10kg. The cartons should then be palletised and strapped as per palletising illustration.

Maximum insert thickness

The normal acceptable size (pagination) is 48 pages. Acceptance of inserts above this size will require consultation with the Publishing Manager.

Use of unsuitable products

A product which has been delivered after deadline or does not meet the required specifications may not be inserted. Faulty products will be referred to clients for clearance prior to inserting.

Stapled inserts

Inserts less than 24 pages should not be stapled; a glued spine is the preferred option. Any insert that is stapled must have the staples firmly attached so they are not able to pull free and jam up the equipment. If staples are used they must not exceed the thickness of the product and be placed perfectly within the fold of the product.

Unusual inserts

Any card, envelope, perforated insert, stickers, part fold backs, index folds or steps, or other insert material of an unusual nature, will require a dummy sample of the product to be viewed by the Publishing Manager prior to acceptance.

Testing of unusual products may be required, a minimum of 500 samples will be required, 6 weeks in advance of intended publication date.

Inserts containing metal or sharp objects, such as keys, coins, razor blades etc, will not be accepted.

Clients are advised to seek assurance from printers that gloss surfaces will not be sticky or compacted into unmanageable bricks. Excessive slip may affect the insertion or retention of the insert into the paper.

Inserts with externally printed magazines.

Loose inserts

Minimum Size of the insert must be no less than 75% of the height and width of the product which it is being inserted into. Maximum Size of the insert must be 20mm smaller than the width (spine to foreedge) and 30mm smaller than the length (head to tail) of the product which it is being inserted into.

Bound inserts

Inserts which fall below the above loose insert specification bound-in inserts are the preferred option. Small bound inserts still present issues winding the host product onto disk and consultation with publishing management is required prior to approval. Bound insert specifications and guidelines will need to be coordinated with the commercial printer supplying the host product.

Inserting conditions

Whilst the specification table allows for some landscape shaped inserts it is preferred that the spine is the longest edge. Some high gloss inserts are difficult to insert and may require approval prior to insertion. Maximum size inserts (390mm x 285mm) run the risk of damage during the inserting and packaging processes.

Inserts below the winding capabilities (smaller than A4) will require direct (hopper) feeding into the publication and a surcharge may be applied to cover additional processing costs. No guarantee is given for full coverage of these inserts in the distribution areas.

Welcome

Our Audiences

Innovations

Our Brands

Print

Digital

Advertising Specs

Insert Specs

Terms & Conditions

Contacts

The Advertiser & Sunday Mail

Inserts packaging & delivery

Delivery details

Inserts must arrive 5 working days prior to publication date. Additional costs to the customer will apply if delivery times are not adhered to or agreed to by the Publishing Manager. Deliveries earlier than 14 days will not be accepted.

Packing specifications

- ▶ The printer must ensure that all inserts are free from 'set off' and that the ink is dry
 - ▶ Inserts must be kept as flat as possible at all times, with tight folds and free from rolled edges, wrinkles or other distortions
 - ▶ Inserts are to be turned so that the minimum turned height is 100mm (as per illustration) with maximum of one turn per bundle
 - ▶ The number of copies in a bundle or turn should be maximised while keeping within maximum bundle weight constraints of 10kg
 - ▶ Bundles may be strapped from top to bottom, single tie only (the wider the strapping the better). The tension of the strapping should not in anyway damage the bundle.
- ▶ The use of a sturdy piece of cardboard at even intervals throughout the stack will help keep the inserts flat, and avoid shifting during transportation Gaps between bundles on the pallet should be kept to a minimum
 - ▶ Outside edges should be vertically even and the inserts should be stacked so that they do not protrude beyond the limits of the pallet
 - ▶ If the pallet does not have a solid smooth base, a piece of wood or a substantial piece of cardboard should be placed over the pallet before stacking
 - ▶ A solid piece of wood, the same dimensions as the base of the pallet, should be placed on top of the stacked bundles to prevent strap damage
 - ▶ The pallets should be strapped four ways as per the below illustration
 - ▶ The pallet should be wrapped in plastic with cardboard corner protection and shrink wrapped for further protection.

Pallets

- ▶ Pallets should be Australian standard size, 1165mm x 1165mm, and be in good condition, without loose or broken timbers.
- ▶ Maximum height of pallets to be 1,200mm, including runners and the maximum weight not to exceed 1,000kg.
- ▶ Minimum runner height of pallet to be 100mm, to allow for handling for forklift or hand truck.

Pallet identification

The pallets must have shown on at least two sides the following information:

- ▶ Name of the publication for which the inserts are intended
- ▶ Client's name and address
- ▶ Issue date and distribution requirements ie: Full run, Metro only, Country only, Random insert and other details for further identification
- ▶ Supply quantity
- ▶ The estimated weight of the pallet.

Deliveries

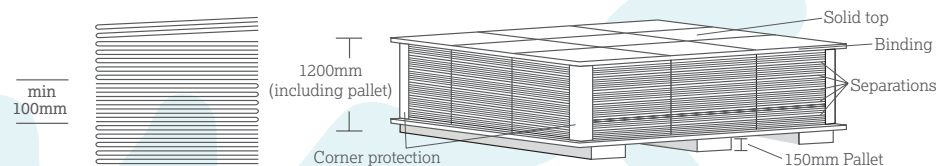
All deliveries must be accompanied by a delivery docket which must indicate the following details:

- ▶ The name of insert and key number or code if available.
- ▶ Product dimensions and gsm.
- ▶ The total number of copies on each pallet.
- ▶ The total number of pallets for delivery.
- ▶ The total number of pallets on each vehicle.

The Advertiser and Sunday Mail inserts to be delivered to:

Attention:

The Advertiser Print Centre
200 Railway Terrace, Mile End,
South Australia 5031



Welcome

Our Audiences

Innovations

Our Brands

Print

Digital

Advertising Specs

Insert Specs

Terms & Conditions

Contacts