



# FAIRFAX PRINTERS

# COMMERCIAL INSERTS INFORMATION KIT

If you require any further information, please contact:

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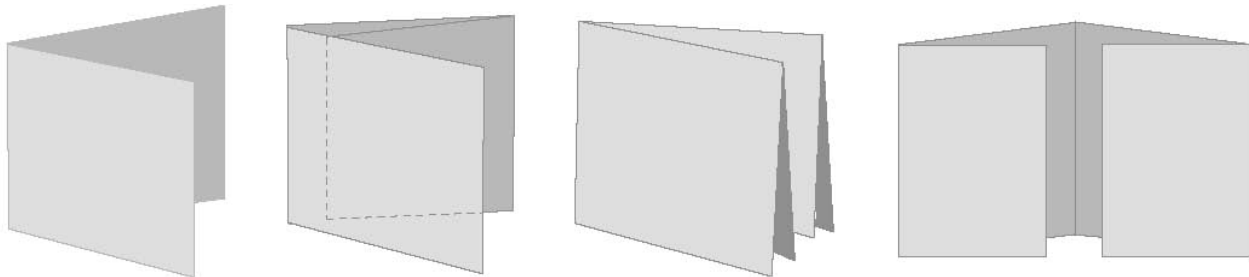
# 1. Technical Insert Specifications

## 1.1. Substance Weight and Specifications

PAGES	SUBSTANCE WEIGHT		DIMENSIONS	
	MINIMUM	MAXIMUM	MINIMUM	MAXIMUM
SINGLE SHEET (2)	150 gsm	<b>200 gsm</b>	210 mm x 148 mm	320 mm x 260 mm
4 – 6 PAGES	80 gsm	<b>150 gsm</b>	210 mm x 148 mm	375 mm x 260 mm
8 – 10 PAGES	65 gsm	<b>120 gsm</b>	210 mm x 148 mm	375 mm x 260 mm
12 – 16 PAGES	60 gsm	<b>120 gsm</b>	260 mm x 180 mm	375 mm x 260 mm
18 – 24 PAGES	54 gsm	<b>80 gsm</b>	260 mm x 180 mm	310 mm x 260 mm
26 – 32 PAGES	54 gsm	<b>67 gsm</b>	260 mm x 180 mm	310 mm x 260 mm
> 32 PAGES	<b>Please contact Inserts Production Department</b>			

## 1.2. Fold Specifications

There are four types of acceptable folds for inserts. These are 4 Page Fold, Roll fold, French fold and Gate fold. In the examples of the roll fold and gate fold, the turned back folds are to the inside and within 20mm from the spine.



## 1.3. Unacceptable Folds

Any insert that has the opposing sides open. This style of insert cannot be done.

## 1.4. Handling of Inserts

All inserts are mechanically inserted. All Inserts must comply with the technical specifications criteria outlined above, unless otherwise approved by the inserts production department.

**FAIRFAX PRINTERS DO NOT, UNDER ANY CIRCUMSTANCES, MANUALLY HANDLE INSERTS**



## 2. Insert Specifications – General Information

### 2.1. Third Party Advertising

Fairfax Group Inserts Department will not, under any circumstances, accept third-party advertising in any advertisement, including inserts or other forms of separate publications inserted into or attached for distribution into the publications.

### 2.2. Editorial

Editorial and mastheads can not be reproduced in any form in any advertisement, including inserts or other forms of separate publications inserted into or attached for distribution into the publications.

### 2.3. Paper Stock

Products printed on high gloss stock must be approved by the inserts department. The application of a finish such as a varnish, film or glaze, which may cause a product to become “slippery”, is not acceptable, unless a true sample has been sighted and approved by the inserts department.

### 2.4. Unusual Inserts

Any inserts of an unusual nature including cards, envelopes, perforations, die cuts, irregular shapes, 3-D/pop ups and adhesives, will require testing before approval to run can be granted. A minimum of 100 sample inserts are required for testing purposes. The Inserts Department must be informed of all deviations from the above specifications, for any insert inquiry/proposal.

### 2.5. Important Information In Relation to the Production of Inserts

- Please note that the placement/position of the insert, within the publication, is at Fairfax Printers Production Team’s discretion.
- The orientation of the insert cannot be guaranteed.
- Multiple sheet inserts must have the spine as the longest edge.
- Perfect bound inserts are NOT acceptable under any circumstances.
- The longest edge will lie against the spine of the Newspaper (i.e. No Landscape formatted inserts).
- Inserts must not have the same visual layout on the front and back covers.
- Loose sheets are not permitted within a multiple page insert.
- Inserts less than 24pp must be spine glued, not stapled.
- Inserts which do not comply with the initial booking details when received, may be subject to revaluation of acceptance.
- Clients, agencies and printers must ensure that all of their inserts are identical in terms of technical specifications, for a particular publication on any given date.
- Inserts with different specifications will be treated as separate products. However, it is not possible to distribute each type of product to a different selected distribution area.
- Inserts which are identical in terms of dimensions, with differing creative designs and/or key numbers, for the same client, must be inserted randomly. Fairfax Printers cannot control the placement of inserts with different key numbers in the same publication.

**For Production Enquiries, Please Contact**  
**Sussan Habra – Inserts Production Coordinator**  
**T: 02 9735 6380 M: 0409 020 592 E: shabra@fairfaxmedia.com.au**



## 3. Insert Booking Procedure

### 3.1. Necessary Steps

For all Insert bookings the following procedure must take place.

#### 1. Sales Representative to Complete

Commercial insert booking form must be completed and sent to the Inserts Production Department.

Insert booking forms must include all details including publication and issue date the insert is to be inserted into, technical specifications and printer details.

#### **Sussan Habra**

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#### 2. Fairfax Printers to Complete

Fairfax Printers will process the booking within an internal inserts database. This will generate a reference number. The Inserts Production Team will prepare a personalised instructions sheet to the printer. This will include all insert details as well as packaging requirements and delivery details. These instructions will ensure no insert is rejected or misplaced on arrival.

### 3.2. Booking Deadlines

#### **Booking Deadline:**

Minimum one (1) week prior to publication date

#### **Cancellation Deadline:**

Minimum one (1) week prior to publication date

#### **Material Deadline:**

Minimum three (3) working days prior to publication date

**\*\*\* FAIRFAX PRINTERS WILL NOT ACCEPT INSERT DELIVERIES ON FRIDAYS, WEEKENDS OR PUBLIC HOLIDAYS \*\*\***



## 4. Commercial Inserts Booking Form

ALL FIELDS ARE MANDATORY

### Representative Details

Contact Name: \_\_\_\_\_  
Phone Number: \_\_\_\_\_  
Email Address: \_\_\_\_\_

### Insert Details

Publication: \_\_\_\_\_  
Cover Date of Issue: \_\_\_\_\_  
Client Name: \_\_\_\_\_

### Specifications

Dimensions: \_\_\_\_\_  
Pages: \_\_\_\_\_  
Paper Weight: \_\_\_\_\_  
Distribution: \_\_\_\_\_  
Quantity: \_\_\_\_\_

### Printer Details

Company: \_\_\_\_\_  
Contact Person: \_\_\_\_\_  
Contact Number: \_\_\_\_\_  
Email: \_\_\_\_\_

### Packaging and Delivery Instructions to be sent to:

Contact Person: \_\_\_\_\_  
Email: \_\_\_\_\_  
Contact Number: \_\_\_\_\_

### Fairfax Printers - Office Use ONLY

Reference Number:	_____
Instructions Sent:	_____ Time/Date: _____



## 5. Inserts Packaging & Delivery Instructions

### 5.1. Pallet Specifications

Pallets, when delivered, will be stored in an Automatic Storage and Retrieval System (ASRS) which consists of beam racking and computer controlled cranes. These racks have limitations in respect of pallet size & weight.

**Inserts not adhering to these specifications cannot be stored and will be rejected.**

- All inserts must be loaded on CHEP standard pallets.
- Pallets with damaged or missing timber or protruding nails **cannot** be used.
- The total pallet load cannot exceed **1000kgs**.
- The total height of a pallet load cannot exceed **1500mm**.
- The insert load **must not overhang** the pallet.
- Loose shrink-wrap should be removed.

### 5.2. Packaging Specifications

- Place protective material (e.g. thick cardboard, etc.) on bottom of the pallet base, between every second or third tier depending on height and finally on top of the stack. Reel end covers of sufficient size are ideal for this purpose.
- All tiers must be neat and uniformly stacked. Another pallet the same size as pallet base should be placed over the top sheet of protective material. This cover must not distort the stack under strapping pressure. (Refer Appendix A for examples of Correct and Incorrect Packaging)
- Each turn (lift) should be 100 - 120mm in height regardless of page size. Protect the spine of the insert by turning it towards the centre of the pallet.
- Bundles of inserts on each tier must not be tied, banded or shrink wrapped. The inserts must remain flat. Saddle stitching should be tight and wherever possible, staggered. Products fewer than 24 pages must be spine glued or loose sheet.
- Prior to shrink-wrapping pallets, ensure corners of the stack are protected against distortion and a minimum of 4 nylon or plastic strapping bands are used to secure the stack.

**Metal strapping has been identified as an occupational health & safety hazard and is therefore unacceptable.**

As our automated lifting vehicles cannot perforate shrink wrapping it is important the shrink-wrapping does not cover the pallet forklift entry points. (Refer Appendix A for examples of Correct and Incorrect Packaging)

### 5.3. Boxes and Cartons

Insert quantities less than 5,000 may be packaged in boxes. Each box must contain a label.

**Any insert quantity over 5,000 must be delivered on Chep Pallets as per above instructions.**



# Inserts Packaging & Delivery Instructions

## 5.4. Tag Requirements

It is important that all pallets or boxes are labelled clearly with the following information. Tag details must include:

- Reference Number supplied by Fairfax
- Newspaper Title
- Product Name
- Insert Run Date
- Total Number of Inserts
- Shipped Number of Inserts on this Pallet or Shipped Number of Inserts inside this box
- This Pallet is No. "x" of "y" or This box is No. "x" of "y"

**Any pallet or box not clearly displaying a Reference number will be rejected by Fairfax Printers, Chullora.**

## 5.4. On Time Delivery

On-time delivery of insert material and confirmation of delivery allows for a final inspection of the material prior to actual insertion. If problems are detected a client can be advised of the nature of the defect and how it will impact on the operation. The client in turn can advise us of their position.

## 5.5. Reference Number

To ensure security clearance and warehouse receipt, the Reference Number supplied by the inserts department must be clearly displayed on all delivery docket and tags.

**IF THE REFERENCE NUMBER IS NOT DISPLAYED ON THE LABELS THE DELIVERY CANNOT BE ACCEPTED**

Contact the inserts department on (02) 9735 6380 if a Reference Number is required.

## 5.6. Inserts Receiving

All Inserts to be delivered to:  
Fairfax Printers  
Attn: Inserts Receiving Department  
1 Worth Street, Chullora, NSW, 2190

**Dock Receiving Hours: Monday – Thursday, 8:30am – 4:30pm**  
**No deliveries are to be made on Fridays, Weekends or Public Holidays.**

**PLEASE NOTE: All packing instructions must be strictly adhered to as damaged inserts will not be accepted.**  
**\*\*This document is subject to change without notice\*\***

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## Appendix A – Packaging Example

