

Newspaper Inserts

Technical Specifications

Stuff

Insert requirements: Publication & locations

NEWSPAPER TITLE	DAY OF PUBLICATION	PRINT SITE
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SUNDAY STAR-TIMES

Auckland	Upper North Island	NZME
Wellington	Central North Island	Petone
Christchurch	South Island	Christchurch

NEWSPAPER TITLE	DAY OF PUBLICATION	PRINT SITE
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METRO AND REGIONAL NEWSPAPERS

Waikato Times	Monday-Saturday	NZME
Taranaki Daily News	Monday-Saturday	Petone
Manawatu Standard	Monday-Saturday	Petone
Wairarapa Time-Age	Tuesday-Saturday	Petone
The Post	Monday-Saturday	Petone
Nelson Mail	Mon-Wed-Fri-Sat	Christchurch
The Press	Monday-Saturday	Christchurch
Timaru Herald	Monday-Saturday	Christchurch
Southland Times	Monday-Saturday	Christchurch

NEWSPAPER TITLE	DAY OF PUBLICATION	PRINT SITE
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COMMUNITIES

The Waikato Local	Wednesday	Petone
Wairarapa Midweek	Wednesday	Petone
Weekend Express	Saturday	Christchurch

AGTRADER

North Island	Monday (<i>monthly</i>)	Petone
South Island	Monday (<i>monthly</i>)	Christchurch

NZ FARMER

North Island	Monday (<i>monthly</i>)	Petone
South Island	Monday (<i>monthly</i>)	Christchurch

Insert requirements: **Locations**

Stuff has selected drop off locations for inserts. The addresses are listed below.

PETONE PRINT SITE

Delivery address:

**Stuff Printing
Inward Goods Store
35 Bouverie Street
Petone
Lower Hutt, 5012**

Phone: 027 215 9982 (Barney Howell)

Email: inserts@stuff.co.nz

**Delivery hours are 7am - 3pm,
5 working days prior to insertion day.**

CHRISTCHURCH PRINT SITE

Delivery address:

**Stuff Printing
Inward Goods Store
14 Logistics Drive
Harewood
Christchurch, 8051**

Phone: 027 237 3508 (Kym Garth)

Email: inserts@stuff.co.nz

**Delivery hours are 10am - 6pm,
5 working days prior to insertion day.**

NZME PRINT SITE

Delivery address:

**NZME Print
Attn: Stuff Ltd
60 Wilkinson Road
Ellerslie
Auckland, 1060**

Phone: 021 159 6272 (Senio Mafoe)

Email: inserts@stuff.co.nz

**Delivery hours are 10am - 6pm,
Monday - Friday. 5 working days prior
to insertion day.**

Insert requirements: Paper weights, folds & important guidelines

INSERT SIZES	MINIMUM	MAXIMUM	FOLD FOR BROADSHEET	FOLD FOR COMPACT
Petone & Christchurch	210mm x 100mm (DLE)	398mm x 287mm	Maximum flat size (398mm x 287mm)	Maximum flat size (398mm x 287mm)
NZME	210mm x 145mm (A5)	398mm x 287mm	Maximum flat size (398mm x 287mm)	Maximum flat size (398mm x 287mm)
Single Sheet: Petone & Christchurch	210mm x 100mm (DLE)	297mm x 210mm (A4)		
Single Sheet: NZME	210mm x 145mm (A5)	297mm x 210mm (A4)		
Envelope	210mm x 145mm (A5)	297mm x 210mm (A4)		
Single sheet thickness	150 GSM	300 GSM	¼ fold	
2PP	70 GSM	130 GSM	A4 fold	
4PP	80 GSM	150 GSM		½ fold
6PP	60 GSM	100 GSM	½ fold	
8PP				½ fold
12-32PP	45 GSM	100 GSM	½ fold	No fold required

IMPORTANT GUIDELINES

- All inserts must be of uniform thickness (eg: no half fold on one side of insert.)
- All flaps must be closed. Some inserts may require the flat to be glued to avoid opening during production.
- Double spines are not acceptable (eg: two sections glued together on the spine to make one). One must be inside the other.
- Inserts inside inserts are not permitted.
- Inserts must be the same weight.
- Heavier weighted covers may not be accepted.

SINGLE SHEET INSERTS

- **Minimum size:** Petone & Christchurch 210mm x 100mm. NZME 210mm x 145mm.
- **Maximum size:** 297mm x 210mm.
- **Minimum paper weight:** 150gsm.
- **Maximum paper weight:** 300gsm.

SHAPED INSERTS

- All inserts must have square corners. Unusual shapes need to be checked by the inserts manager before production.

Insert requirements: Compact & broadsheet, binding & mechanical

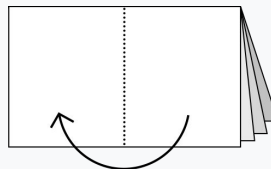
Materials not meeting the requirements listed may not be inserted.

COMPACT INSERTS

DIAGRAM 1

- If you elect to use 4 and 8 page compact inserts then they must be folded in half (compact size is considered any size where both edges are or exceed 235mm x 235mm).

Diagram 1:

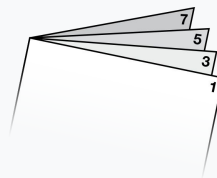


BROADSHEET INSERTS

DIAGRAM 3

- 2 page (single) broadsheets and 4 page (double) broadsheets must be folded into quarters. 6 plus pages folded once (ie: in half).

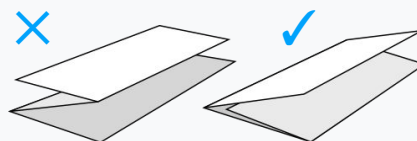
Diagram 2: Example of 8 pages = 4 leaves



BINDING

- Multiple page inserts below 24 pages should be gummed rather than stapled.
- Glued inserts are preferred, but stapled products are accepted.
- Staples must be thinner than the product and placed perfectly in the fold.
- Above 23 pages the size of staple is not as critical.
- Perfect Bound is not accepted

Diagram 3: Concertina folds are not acceptable.



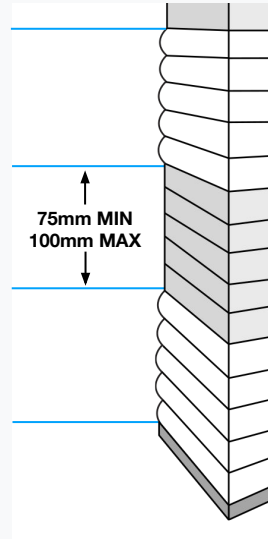
MECHANICAL INSERTING

- Stuff production equipment allows the insertion of advertising brochures or booklets mechanically at approximately 30,000 copies per hour.**
- The inserting material is placed into hoppers, which separates each insert and feeds it into a single gripper conveyor, which delivers it to the newspaper.
- The reason for such detailed packing and delivery instructions is to ensure we receive the inserts in the best possible condition to ensure a seamless process from pallet to paper.
- Inserts which are poorly packed or not completely dry, will not feed through the hoppers.
- Good quality inserts will:
 - Ensure each copy of the newspaper has an insert.
 - Keep our customers happy.
 - Prevent damage to machinery.
 - Prevent productions delays.

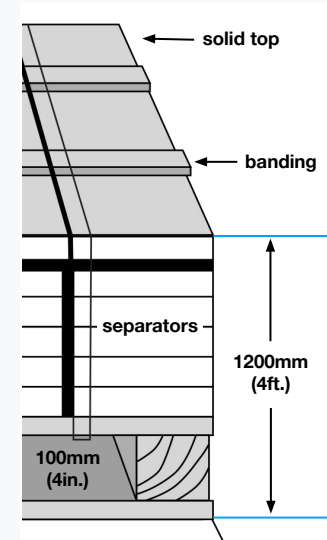
Insert requirements: Packing specifications

PALLET PACKING

- Individual inserts must be capable of slipping against facing surfaces of other inserts and not cling/stick to each other after packaging.
- Ensure all ink is totally dry before stacking, boxing or strapping. Ideally a slipping agent should be added to the ink to reduce any chances of adhesion between inserts.
- Make sure that inserts are kept perfectly flat with tight folds. Edges should be free of wrinkles and other distortions.
- Curled edges or ballooned inserts will be rejected.
- Inserts must be turned in 50's, 75's, 100's within a bundle, so that the turned height is between 75mm and 100mm thick.
- Bundle turns: 20 pages plus must be turned in multiples of 100. 18 pages or under must be turned in multiples of 200.
- If bundles are strapped, use the widest practical strapping and make sure the strapping does not damage the bundle.



- Use sturdy pieces of cardboard at even intervals throughout the stack to help keep the inserts flat. Gaps between bundles on the pallets should be kept to a minimum.
- Inserts should not protrude over the edges of pallets and outside edges should be vertically even.
- All pallets must have corner posts to minimise damage to bundles.
- 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 the stacked bundles.
- To prevent the bundles moving during transportation and to avoid damaging the bundles, pallets should be strapped four ways as illustrated on the next page.
- For further protection, either wrap or shrink wrap the pallet in plastic.



Insert requirements:

Packing specifications and delivery

Pallet packing continued...

- Pallets must contain only the inserts for one publication. If a pallet has inserts for multiple publications on it, it may not be accepted.
- A minimum fee of \$400 will be charged if Stuff is required to re-bundle any material that does not meet our specifications.

PALLET DIMENSIONS

- No broken or damaged timbers please.
- Maximum height of pallets (including runners) is 1,200mm. Maximum weight must not exceed 1,000kg.
- To allow proper handling using forklifts or handtrucks, runner heights must be lower than 100mm.
- Ideally we would prefer to have bundles on the pallets with no strapping, shrink wrapped and corners protected with minimum turns.

BOXED INSERTS

- If problems are envisaged such as damage or creasing of inserts due to the turn size requirement, please contact:
inserts@stuff.co.nz
- If inserts are unable to be bulk stacked due to their shape or size, then they should be packed with the same number of inserts and labelled with:
 - **Quantity**
 - **Issue date**
 - **Title of publication and;**
 - **Name and company of insert**

DELIVERY IDENTIFICATION

- All deliveries must have a delivery docket (Pallet Label) supplied by Stuff showing:
 - **The name of the insert**
 - **The actual number of pallets on each vehicle.**
 - **Full delivery address.**
 - **Full name of the advertiser**
 - **The number of inserts supplied.**
 - **Where more than one delivery is made, the last docket must be marked as 'FINAL'. This will allow the insets team to verify the correct number of inserts have been received.**

CANCELLATION

Notice of cancellation must be made 48 hours prior to insertion date. Late cancellations may be charged a **late cancellation fee (\$500) plus any additional costs** incurred by Stuff because of the cancellation.

Insert requirements: Terms & conditions

Stuff Limited Insert Terms and Conditions are listed below.

Stuff Limited and its subsidiaries (Stuff, we, us, our) publish the Inserts in Stuff publications on behalf of the customer (you) subject to these terms and conditions (Terms).

Material for Publication

1. In accepting any material for publication (Material or Insert), and in publishing/inserting the Material, Stuff is doing so in consideration of and relying on your express warranty, the truth of which is essential that:

- a) the Material does not contain anything:
 - that is misleading or deceptive or likely to mislead or deceive or which otherwise breaches the Fair Trading Act 1986.
 - that is defamatory or indecent or which otherwise offends against generally accepted community standards,
 - that infringes a copyright or trademark or otherwise infringes any intellectual or industrial property rights,
 - that breaches any right of privacy or confidentiality, that breaches any provision of any statute, regulation, by-law or other rule or law; and

- b) the Material complies in every way with the Advertising Code of Practice issued by the Advertising Standards Authority Inc. (“ASA”) and with every other code or industry standing relating to advertising in New Zealand;
- c) publication of the material will not give rise to any liability on our part or in a claim being made against us in New Zealand or elsewhere;
2. We may reject or withdraw an Insert without having to give reason.
3. You agree to indemnify us against all liability, costs, losses or expenses incurred by Stuff or any third party arising (directly or indirectly) out of or in relation to any breach of the warranties set out in 1 above or otherwise as a result of the inclusion of the insertion in our publication. You must tell us as soon as possible if there is an error or omission in any material that has been placed.
4. We will not be liable for any indirect or consequential loss (including loss of revenue or profit) from any error or omission or failure to insert and if we are found to be liable for any circumstance that liability will be limited to the cost of re-inserting the Insert in a Stuff publication.
5. Any Inserts delivered to the incorrect press site or rejected due to technical reasons, delay or content will require you to arrange pick up of such material within 48 hours or the material will be recycled at your cost.

6. Where there are excess Inserts which are not inserted, Stuff will not store such excess material on site after publication date. You must ensure that arrangements for you to collect any unused stock must be made prior to insert date and this recovery must be arranged and paid for by you.
7. All fees and charges in relation to the Insert will be in New Zealand Dollars and in accordance with the applicable rate card applying at the time for the publication, unless we agree otherwise in writing. Inserts will be charged in accordance with original booking volumes even where less volume is actually delivered.
8. If you wish to cancel an Insert with us you must notify us in writing. A cancellation fee may apply.
9. Stuff does not offer exclusivity to any advertiser.
10. It is the responsibility of the advertiser that all Inserts are delivered according to requirements and in time to the delivery location. It is the responsibility of the advertiser to pay all associated delivery cost.
11. We exclude all implied conditions and warranties from these terms except to the extent that they cannot be excluded by law. The guarantees contained in the Consumer Guarantees Act 1993 are excluded where you acquire or hold yourself out as acquiring goods or services for the purpose of a business.
12. We may at our sole discretion vary these Terms and Conditions at any time provided that: (a) such amended terms will not affect prior agreed orders; and (b) if you do not agree with a variation then you may cease placing orders with us.