

The West Australian

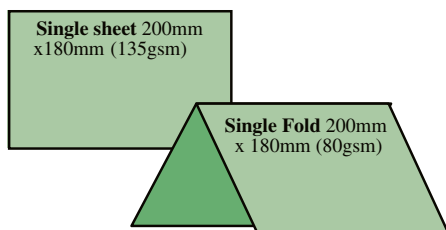
Specifications for machine insertion of pre printed inserts

The West Australian
Production Complex
54 Hasler Road, Osborne Park, 6017

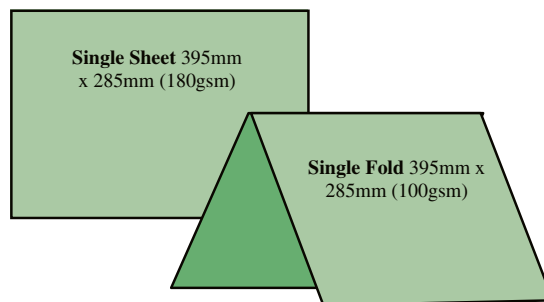
Bookings:
Tel: (08) 9482 3569
Fax: (08) 9482 9081

Production Enquiries:
Tel: (08) 9482 9941
Fax: (08) 9482 9025

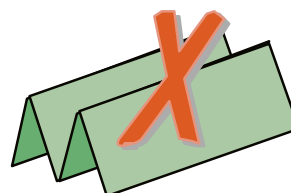
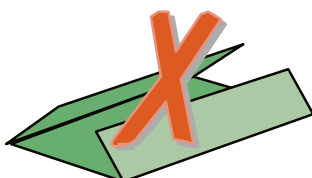
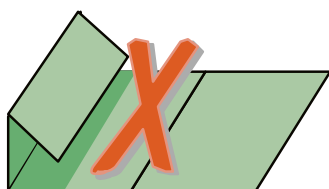
Minimum size



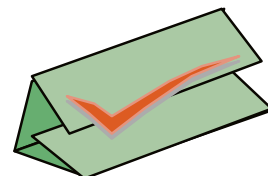
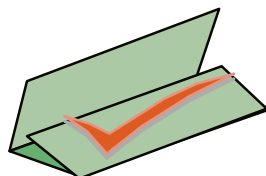
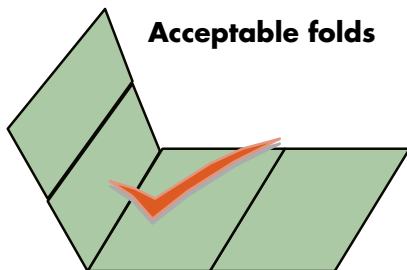
Maximum size



Unacceptable folds



Acceptable folds



Unusual Inserts

Cards, envelopes, perforated inserts or other insert material of an unusual nature, dimension, or fold will require a dummy sample, or the product will need to be viewed by the Publishing Manager prior to acceptance.

Inserts containing metal or sharp objects, such as keys, coins, razor blades, etc will not be accepted. Products such as stickers, part fold backs, index folds or steps, must be tested prior to acceptance.

For testing of unusual or unspecified products, a minimum of 500 samples will be required.

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

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 once folded, is 395mm 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 where practical.

The weight of the carton should not exceed 16kg.

The cartons should then be palletised in the method shown later in this information.

Maximum Insert Thickness

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

Binding

Inserts of less than 32 pages should not be stapled. When using staples, they should not exceed the thickness of the product and be placed perfectly within the fold of the product. A glued insert is preferred.

Delivery Deadline

Inserts for the West Australian daily must arrive five working days prior to publication date.

Consequences of Late Delivery or The Supply of Unsuitable Products

Additional costs to the customer will apply if delivery deadlines are not adhered to, or agreed to by the Publishing Manager.

A product which has been delivered after deadline or does not meet the required specifications may not be inserted. However all endeavours will be made to insert as planned.

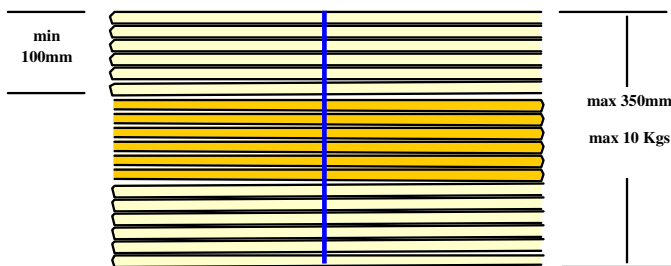
Details of faulty products and any subsequent impact on the inserting plan will be relayed to the client.

Packing Specifications

The printer must ensure that all inserts are free from 'set off' and that 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 in 50s, 75s or 100s within a bundle, so that the turned height is at least 100mm as per illustration.



Bundles should be strapped from top to bottom as shown above, using a single tie only (the wider the strapping the better). The tension of the strapping should not in any way damage the bundle.

Pallets

Pallets should be wrapped in plastic or shrink wrapped for further protection against the elements and to avoid product shifting during transportation.

Pallets should be Australian standard size, 1165mm x 1165mm, and be in good condition, with no loose or broken timbers.

Maximum height of pallets to be 1200mm, including runners. The maximum weight is not to exceed 1000kg.

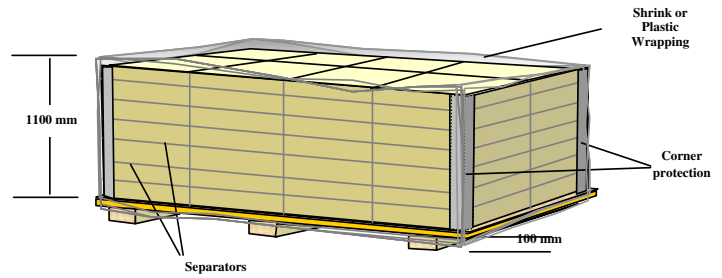
Minimum runner height of pallet to be 100mm to allow for handling by forklift or hand truck.

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.

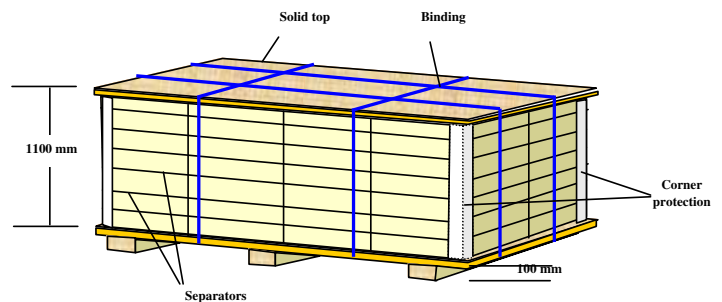
Gaps between bundles on the pallet should be kept to a minimum and filled with packing where practical.

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.



As an alternative to pallet wrapping a solid piece of wood, the same dimensions as the base of the pallet, can be placed on top of the stacked bundles to prevent strap damage. The pallets should be strapped four ways as shown in the following illustration.



Pallet Identification

The pallets must have shown on at least 2 sides the following information:

- Name of the publication for which the insert is intended.
- Client's name and address.
- Supplier's name and address.
- Issue date and distribution requirements, i.e. Full run, Metro only, Country only or random insert and other details for further identification. (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.

When more than one delivery is used the last docket is to be marked 'FINAL'.

Inserts to be delivered to:

Herdsman Print Centre
54 Hasler Road
Osborne Park
Perth, WA 6017

Attention: The Publishing Manager
Please advise delivery date and time.

Production Enquiries should be directed to the Publishing Manager – Tel: (08) 9482 9942

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Publisher's Conditions

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

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

The publisher does not guarantee and will not be held responsible for poor response to a product.

The advertiser warrants there is nothing misleading or deceptive in the insert or AdNote material submitted for publication, it does not contravene any Federal or State

advertising laws or advertising industry codes, and its content is lawful in all respects.

Both the advertising principal and the advertising agency agree to indemnify West Australian Newspapers Ltd against any liability or potential liability for any penalty, damages, costs, claims, liability (including liability for legal costs on an indemnity basis) or otherwise arising from publication of the insert or AdNote.

The publisher reserves the right to abort insertion of the products under specification if it disrupts production. No liability will be accepted by the publisher for any loss which may arise from the partial or total omission of an insert or AdNote or from any delay, error or other fault on the part of the publisher

The following tables provide a guide to acceptable sizes and stock weights, for inserts that are not produced at Herdsman Print Centre.

Single Sheet

X	180	190	200	210	220	230	240	250	260	270	280	290
200	135	135	135	135	135	140	140	140	145	145	145	150
210	135	135	135	135	140	140	140	145	145	145	150	150
220	135	135	135	140	140	140	145	150	150	150	150	150
230	135	135	140	140	140	145	145	150	150	150	150	150
240	135	140	140	140	145	145	150	150	150	150	150	150
250	140	140	140	145	145	150	150	150	150	150	150	160
260	140	140	145	145	150	150	150	150	150	150	160	160
270	140	145	145	145	150	150	150	150	160	160	160	160
280	140	145	145	150	150	150	150	150	160	160	160	160
290	145	145	150	150	150	150	150	160	160	160	160	160
300	145	150	150	150	150	150	160	160	160	160	160	160
310	150	150	150	150	150	160	160	160	160	160	160	180
320	150	150	150	150	160	160	160	160	160	160	180	180
330		150	150	150	160	160	160	160	160	180	180	180
340			150	160	160	160	160	160	180	180	180	180
350			150	160	160	160	160	180	180	180	180	180
360				160	160	160	160	180	180	180	180	180
370					160	160	180	180	180	180	180	180
380						180	180	180	180	180	180	180
390							180	180	180	180	180	180

Single Sheet Folded (4 pages or up to 6 pages)

X	180	190	200	210	220	230	240	250	260	270	280	290
200	80	80	80	80	80	85	85	85	85	85	85	90
210	80	80	80	80	85	85	85	85	85	85	90	90
220	80	80	80	85	85	85	85	85	90	90	90	90
230	80	80	85	85	85	85	85	90	90	90	90	90
240	80	85	85	85	85	85	90	90	90	90	90	90
250	85	85	85	85	85	85	90	90	90	90	90	90
260	85	85	85	85	85	90	90	90	90	90	90	90
270	85	85	85	85	90	90	90	90	90	90	90	90
280	85	85	85	85	90	90	90	90	90	90	90	90
290	85	85	85	85	90	90	90	90	90	90	90	90
300	85	90	90	90	90	90	90	90	90	90	90	90
310	90	90	90	90	90	90	90	90	90	90	90	100
320	90	90	90	90	90	90	90	90	90	90	100	100
330		90	90	90	90	90	90	90	90	100	100	100
340		90	90	90	90	90	90	90	100	100	100	100
350				90	90	90	90	100	100	100	100	100
360				90	90	90	90	100	100	100	100	100
370						90	100	100	100	100	100	100
380							100	100	100	100	100	100
390							100	100	100	100	100	100

From 8 to 10 pages

X	180	190	200	210	220	230	240	250	260	270	280	290
200	65	65	65	65	65	65	65	65	65	65	78	78
210	65	65	65	65	65	65	65	65	78	78	78	78
220	65	65	65	65	65	65	65	78	78	78	78	78
230	65	65	65	65	65	65	78	78	78	78	78	78
240	65	65	65	65	65	78	78	78	78	78	78	78
250	65	65	65	65	65	78	78	78	78	78	78	78
260	65	65	65	65	65	78	78	78	78	78	78	90
270	65	65	65	65	78	78	78	78	78	78	90	90
280	65	65	65	65	78	78	78	78	78	90	90	90
290	65	65	65	65	78	78	78	78	90	90	90	90
300	65	78	78	78	78	78	78	90	90	90	90	90
310	78	78	78	78	78	78	90	90	90	90	90	90
320	78	78	78	78	78	78	90	90	90	90	90	90
330		78	78	78	78	90	90	90	90	90	90	90
340				78	90	90	90	90	90	90	90	90
350				78	90	90	90	90	90	90	90	90
360					90	90	90	90	90	90	90	90
370					90	90	90	90	90	90	90	90
380							90	90	90	90	90	90
390							90	90	90	90	90	90

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From 26 to 48 pages*

X	180	190	200	210	220	230	240	250	260	270	280	290
200	45	45	45	45	45	52	52	52	52	52	52	52
210	45	45	45	45	52	52	52	52	52	52	52	52
220	45	45	45	52	52	52	52	52	52	52	52	52
230	45	45	52	52	52	52	52	52	52	52	52	52
240	45	52	52	52	52	52	52	52	52	52	52	52
250	52	52	52	52	52	52	52	52	52	52	52	52
260	52	52	52	52	52	52	52	52	52	52	52	52
270	52	52	52	52	52	52	52	52	52	52	52	52
280	52	52	52	52	52	52	52	52	52	52	52	52
290	52	52	52	52	52	52	52	52	52	52	52	52
300	52	52	52	52	52	52	52	52	52	52	52	52
310	52	52	52	52	52	52	52	52	52	52	52	52
320	52	52	52	52	52	52	52	52	52	52	52	52
330		52	52	52	52	52	52	52	52	52	52	52
340			52	52	52	52	52	52	52	52	52	52
350			52	52	52	52	52	52	52	52	52	57
360				52	52	52	52	52	52	52	57	57
370					52	52	52	52	52	57	57	57
380						52	52	52	57	57	57	57
390							52	57	57	57	57	57
400									57	57	57	57
410										57	57	57
420											57	57

***Note:**
Inserts of paginations larger than 48 pages require prior consultation with Herdsman Print Centre.