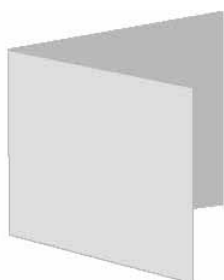


Substance Weight and Specifications

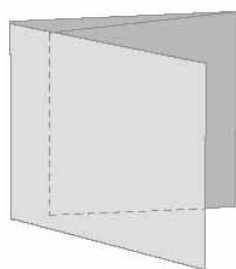
PAGES	SUBSTANCE WEIGHT		DIMENSIONS	
	MINIMUM	MAXIMUM	MINIMUM	MAXIMUM
SINGLE SHEET (2)	150 gsm	180 gsm	210 mm x 148 mm	320 mm x 260 mm
4 – 6 PAGES	80 gsm	150 gsm	210 mm x 148 mm	375 mm x 260 mm
8 – 10 PAGES	65 gsm	120 gsm	210 mm x 148 mm	375 mm x 260 mm
12 – 16 PAGES	60 gsm	120 gsm	260 mm x 180 mm	375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

Fold Specifications

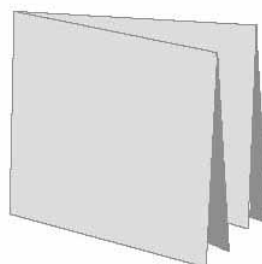
There are four types of acceptable folds for inserts. These are 4 Page Fold, Roll fold, French fold and Gate fold. In the examples of the roll fold and gate fold, the turned back folds are to the inside and within 20mm from the spine.



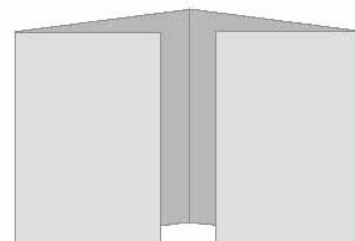
4 Page Fold



Roll Fold



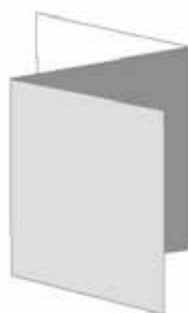
French Fold



Gate Fold

Unacceptable Folds

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



Concertina Fold



Map Fold

2010/2011 Technical Insert Specifications

Third Party Advertising

Fairfax Group Inserts Department will not, under any circumstances, accept third-party advertising (also known as “space farming”) in any advertisement, including inserts, tip-ons, or other forms of separate publications inserted into or attached for distribution into the publications.

Editorial

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

Packaging And Delivery

Please contact the Fairfax Inserts Department for packaging and delivery specifications.

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. Avoid any change of stock part way through the print run as the handling characteristics will change and may result in high insert wastage.

Unusual Inserts

Any inserts of an unusual nature including inserts outside substance weight and specifications, 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. Additional production charges may apply.

Important

- Please note that the placement/position of the insert, within the publication, is at the Publishing Operations Manager’s discretion.
- The orientation of the insert cannot be guaranteed. (I.e. Inserts may appear upside-down or back to front).
- 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 (i.e. no mirror images).
- 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 (i.e. only one type of select run is possible on any given day).
- Inserts which are identical in terms of dimensions, with differing creative designs and/or key numbers, for the same client, must be inserted randomly (i.e. they will be regarded as one insert). Fairfax Printers cannot control the placement of inserts with different key numbers in the same publication.

For advertising bookings and more information, please contact Direct Marketing: + 61 2 9282 3326

For any production enquiries, please contact: + 61 2 9735 6380

Deadlines

Booking: Minimum of 2 weeks prior to publication date.
Cancellation: Minimum four 4 weeks prior to publication date.
Material: No later than 5 working days prior to publication date.

All bookings are subject to the terms and conditions of Advertising.

100% space charge will apply when inserts fail to arrive in time for publication, if cancelled after the specified deadline, or if inserts are cancelled due to any deviation from these specifications.

Please note that specifications are subject to change without notice.