

# Technical standards No. TP/06

## INSERTION OF SUPPLEMENTS

Changes in the technical standards

10 Jan 2016

General update

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**A) INSERTING – ADVERTISING, MAFRA, a.s.****I. Business conditions**

MAFRA, a.s. advertising department is engaged in business activities for clients, invoicing and claims monitoring for inserting into MF DNES newspaper and its Thursday TV magazine. All orders for the printing plants are to be addressed through this department.

A demand on the printing plants to insert a product into the MF DNES newspaper is made on the Order form of inserting.

The advertising department delivers the orders at least 7 days before inserting to the following addresses:

- Tiskařská 2, 108 00 Praha 10 Mrs. Lenka Koubková orv-praha@mafra.cz
- Pavelkova 7, 772 11 Olomouc Mr. Tomáš Lošťák orv-olomouc@mafra.cz

The printing plant confirms the job on this Order form by e-mail.

Suitability of supplements for inserting + ways, forms and packaging of their deliveries according to the **Technical conditions** (Annex I).

**B) INSERTING in the MAFRAPRINT printing plants – OTHER PUBLISHERS**

Insertion into your daily (weekly or other newspaper) enables you to address all your readers (or a part of them) according to demands of your clients.

**I. Business conditions****1. Terms and conditions:**

- Inserting is to be ordered on the Order form at least 7 working days in advance.
- The order will be confirmed within 7 working days before inserting.
- All the supplements for inserting have to be in the printing plant 2 working days before inserting.
- The price for inserting will be on the invoice for printing, on an extra line; the other information on the invoice: type of the insert product, number of copies and total price.
- Design and delivery of supplements for inserting follow Technical standards (see Annex I.).

**2. Price for inserting for the publisher (surcharge for the publisher's client is in the price not included)**

The prices for inserting will be agreed during the ordering process.

**3. Ordering addresses and phone numbers of the MAFRAPRINT printing plants:**

- Tiskařská 2, 108 00 Praha 10 Mrs. Lenka Koubková orv-praha@mafra.cz  
phone: +420 225 068 403
- Pavelkova 7, 772 11 Olomouc Mr. Tomáš Lošťák orv-olomouc@mafra.cz  
phone: +420 583 803 127

**C) ANNEXES****I. Technical conditions****1. Properties and specification of inserts / supplements****1.1. Paper format and grammage for single sheets**

A6 (105x148 mm) paper grammage 170 - 200 g/m<sup>2</sup>

A5 (148x210 mm) paper grammage must not be lower than 120 g/m<sup>2</sup>

A4 (210x297 mm) paper grammage must not be lower than 120 g/m<sup>2</sup>

If a sheet of A4 format has a lower grammage than the above mentioned value, the insert / supplement must be folded once more.

**1.2. Paper format and grammage for inserts with more pages**

A6 (105x148 mm) 4-6 pages - paper grammage 80 - 120 g/m<sup>2</sup>

A5 (148x210 mm) 4-6 pages - paper grammage must not be lower than 80 g/m<sup>2</sup>  
more than 6 pages - paper grammage must not be lower than 52 g/m<sup>2</sup>

A4 (210x297 mm) 4 pages - paper grammage must not be lower than 80 g/m<sup>2</sup>  
8 pages - paper grammage must not be lower than 52 g/m<sup>2</sup>

**1.3. Magazine types that are approved for inserting**

Magazine A (210x286 mm) up to 112 pages

- paper grammage 52 g/m<sup>2</sup>, cover 52 g/m<sup>2</sup>, without an insert

Magazine A1 (210x286 mm) from 112 to 128 pages

- paper grammage 52 g/m<sup>2</sup>, cover 135 g/m<sup>2</sup>, without an insert

Magazine B (235x297 mm) up to 72 pages

- paper grammage 80 g/m<sup>2</sup>, mat cover 170 g/m<sup>2</sup>, without an insert

Magazine C (225x300 mm) up to 80 pages

- paper grammage 52g/m<sup>2</sup>, glossy cover 115 g/m<sup>2</sup>, without an insert

**1.4. Spare copies for inserting**

<b>Circulation</b>	<b>Spare copies</b>
0 – 20.000	<b>2,0 %</b>
20.000 – 50.000	<b>1,5 %</b>
50.000 – 200.000	<b>1,0 %</b>
200.000 – 700.000	<b>0,5 %</b>
700.000 – more	<b>0,3 %</b>

Maximum magazine format for safe handling and inserting is 235 x 300 mm.

No insert may endanger the newspaper production.

### 1.5. Maximum magazine weight with/without inserts

- Maximum magazine weight cannot be more than 270 g (together with the inserts). If it is more, the magazine must have fewer pages dependent on the weight of inserted or glued-in products. The total product weight must not be more than 270 g.

### 1.6. Inserted or glued-in supplements / inserts in magazines

- There can only be two inserts in a magazine with a similar format, e.g. A4.
- The insert format must not overlap the magazine format.
- If the insert is smaller than the magazine, the insert must be in the format center of the magazine and all the way to the spine. If not possible, the insert must be glued-in, otherwise it could fall out of the magazine during inserting. The insert must not be behind the first or in front of the last magazine pages.
- The inserts smaller than A5 must be glued-in in order not to fall out.
- The printing plant must be informed about magazine inserts / supplements at least 7 days before magazine inserting.

### 1.7. Maximum number of inserted products

- If there is no pre-printed product: 2 supraregional supplements and 1 regional supplement can be inserted.
- If there is a pre-printed product: 2 supraregional supplements can be inserted into the pre-printed product and then the pre-printed product (with the supplements) can be inserted into the main product together with 1 supraregional supplement and 1 regional supplement.

## 2. Delivery terms of inserts / supplements

- Delivered supplements must be packaged so that additional handling by mechanical or manual means is not necessary.
- Supplements adhering to one another as a result of wet printing ink, with electrostatic charges or damp ones cannot be processed.
- Supplements with bent corners (or folded over edges), creases, wrinkles or displaced spines cannot be processed as well.
- Folded supplements must be cross, letter or middle folded.
- Accordion folds and gate folds cannot be processed.
- Supplements with more pages must be folded on the longer side.
- Wire stitched supplements: the thickness of the stitch must be adequate to the thickness of spine.
- Thin supplements must be glued in the spine.
- The supplements must be trimmed at right angles, in conformity with the format, rectangular in shape, they must also be free of defects due to improper or poor trimming (dull blade).
- The supplements of special formats must be tested in advance (consultation in the printing plant / publishing house necessary).
- The supplements with samples of goods (e.g. keys, diskettes, CD-ROMs, shampoo packs etc.) cannot be inserted.
- Glued-on products (e.g. postcards, post remittances etc.) must be glued on the inside of the supplement and they must not exceed the supplement format.

### 3. Transport and packaging of inserts / supplements

#### 3.1. Euro Pallets

- Steady plastic or wooden more use Euro Pallets of the dimensions 80 x 120 cm (31,5 x 47,24 inch) are to be used for the transport.
- The pallets must be manipulable by forklift or pallet trucks from all sides.

#### 3.2. Bundles with products

- Height of a bundle must be between 8 - 10 cm (3.15" - 3.94").
- The products in the bundles are not to be crossed (spines of the products on one side), all the bundles must have the same height.
- The bundles are to be piled closely side by side.
- The outside bundles on pallets must be closed - spines of the supplements are outside.
- The bundles are not to be tied, taped or in shrink wrapped foil - damage risk.

#### 3.3. Interleaving of layers on a pallet

- Before loading the pallet must be covered with two paperboards - protection against damaging and soiling the bottom layer of supplements.
- Each layer of the bundles is to be interleaved with a paperboard (of the same dimensions as the pallet) - the stack of bundles becomes consistent. The layers on the pallet are not to be crossed.
- The upper layer of bundles must be covered with the paperboard and have plastic (wooden) cover for stacking of pallets.
- The products on the pallets must be stocked exactly. The outside edges must be flat and must not overreach the pallet size.
- Maximum pallet height with products - 110 cm (43.31").
- Maximum pallet weight with products - 700 kg (1,543 pounds).
- The products on the pallets must be piled carefully and be stable.
- The products on the pallets are to be protected against transport (mechanically) and moisture damage.
- Each pallet is to be clearly labeled, analogously to the delivery note.

#### 3.4. Packaging

- Pallet labels are to be on two sides of the stack (see below).
- The pallet with the products is to be delivered in shrink wrapped foil.
- The pallet with the products is to be enwrapped with two tapes on each pallet side so that the products are not damaged.

### 4. Accompanying documents of supplements

The data on the pallet label must correspond to the data on the delivery note.

#### 4.1. Pallet label

The pallet labels are to be on two sides of the stack of products on the pallet and must contain the following data:

- Name of the newspaper - part edition, region (the supplement will be inserted into this newspaper)
- Name of the supplement (that is to be inserted)
- Insertion date
- Number of supplements (copies) in a bundle
- Number of supplements (copies) on a pallet
- Total number of supplements (copies) in the delivery

- Supplement delivery number (or its name)
- Pallet number
- Total number of pallets in the delivery
- Pallet weight
- Supplier address, name, phone

#### 4.2. Delivery note

- Name of the newspaper (the supplement will be inserted into this newspaper)
- Name of the supplement (that is to be inserted)
- Insertion date
- Orderer of the supplement (client)
- Supplement delivery number (or its name)
- Total number of pallets in the delivery
- Total number of supplements (copies) in the delivery
- Delivery date of supplements from the producer
- Sender
- Recipient

#### 4.3. Transport and packaging of magazines

The general instructions in the chapter 3 are valid for the transport and packaging of all magazine types together with the following specifications:

1. Height of the bundle – 100 to 110 mm (4.33")
2. Storage of the bundles on the pallet - 12 bundles in a line
3. Spines of the products are to be on the outer side of the pallet
4. Height of the stack on the pallet - 100 cm (39.37") regardless of the number of layers

## II. Special productions

### 1. Inserting into the Berliner format, paper grammage 60 g/m<sup>2</sup>

#### Main product

A folded section with 4 pages in the Berliner format, paper grammage 60 g/m<sup>2</sup>.

#### A tested insert product

- a) A commercial supplement in A4 format, number of pages: 2, 4 or 8
- b) Main edition, Berliner format, 28 pages, paper grammage 45 g/m<sup>2</sup>. No additional product can be inserted into the inserted product during this production.