

# 2011 Mechanical Insert Specifications



# Mechanical Insert Specifications

## MECHANICAL INSERT SPECIFICATIONS

Minimum Size: 4" wide x 6" deep.

Maximum size: 10" wide x 10.5" deep.

Maximum Weight: Up to 220 grams for a mechanical insert. Larger products may be hand inserted for an additional charge.

Maximum number of pages for all digest sized inserts is 32 pages.

### Minimum paper weight

#### Number of Pages

2 pages 7 pt. card stock

4 pages 70 lb stock

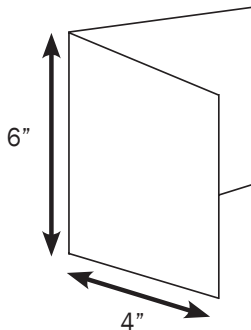
6 pages 60 lb stock

8 pages 50 lb stock

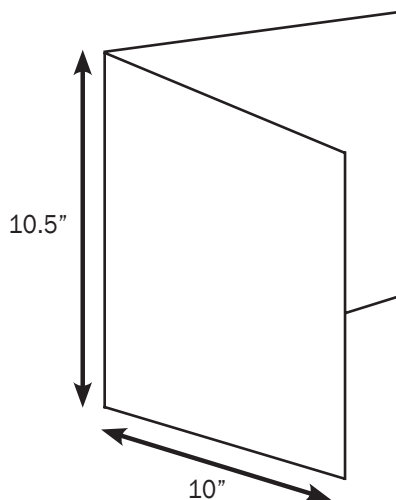
12+ pages 45 lb stock

**Note:** All newsprint products must be a minimum of 8 pages on 30 lbs stock or heavier and must be quarter-folded. All trimmed booklets must be quarterfolded, stitched or bound to prevent product separation during insertion.

### Minimum Size



### Maximum Size



### Inserts

Inserts must have one closed edge to ensure proper insertion by our equipment. We do not accept accordion-style or plastic wrapped inserts for mechanical insertion. All inserts with perforations or die cuts must be tested prior to insertion.

Any insert material received that fails to meet our specifications will be cancelled or rescheduled and any expenses incurred by The Globe and Mail will be charged to the client.

All mechanical insert products must be supplied bulk on skids. Please contact your representative for details on insert specs, quantities, shipping and pallet loading instructions.

### Blow-In Inserts

Supplied inserts cannot contain blow-in inserts.

### Envelopes

Envelopes cannot be less than 5" deep x 6" wide. Envelope contents must be of a uniform size and the envelope must be sealed.

### Scented Inserts

Sales representatives with customers wanting to insert scented products must notify Consumer Relations (Circulation) at 416.585.5720.

### Samples/Mock-Ups

All insert reservations must be accompanied by a mock-up or sample for approval within two weeks of booking. Any insert reservation that does not have an approved mock-up or sample provided is subject to cancellation anytime after two weeks from the date of booking. The mock-up does not have to be printed, but must be on the same paper stock, and be trimmed and folded to the final size of the insert. The sample can be either the final printed version of the insert or a copy of a previously inserted product that was approved for mechanical insertion. If your insert is a repeat of the same design and size of a previously approved insert, you must provide the run date of the previous insert to confirm your order.

All insert samples/mock-ups should be sent to:  
The Globe and Mail, Circulation Department,  
444 Front Street West, Toronto, Ontario M5V 2S9

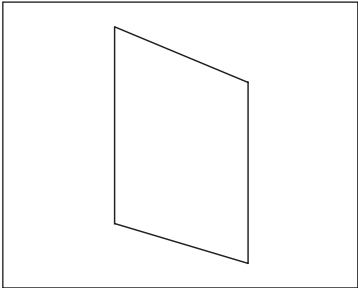
Attention: Michael Anderson - Insert Coordinator  
416.585.5455 • [mwanderson@globeandmail.com](mailto:mwanderson@globeandmail.com)

Tony Faria - Insert Coordinator  
416.585.5412 • [tfaria@globeandmail.com](mailto:tfaria@globeandmail.com)

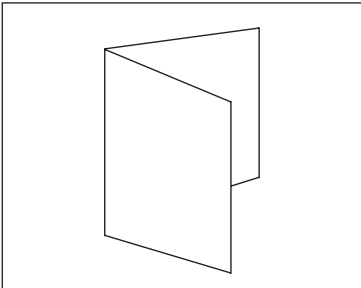
Please include a contact name, phone number with your sample. Inserts that do not meet our specifications may be hand inserted for home delivery only. An additional handling fee will apply.

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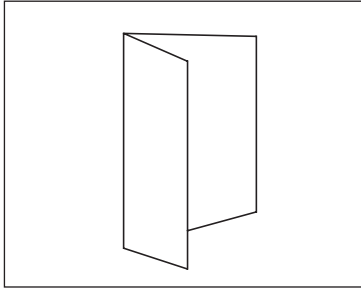
## STANDARD MECHANICAL INSERT DESIGNS



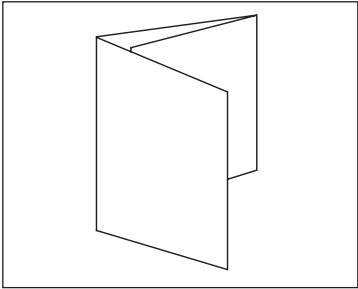
2 PAGE – NO FOLD  
 FLAT SINGLE SHEET  
 MINIMUM PAPER STOCK: 7 PT CARD STOCK



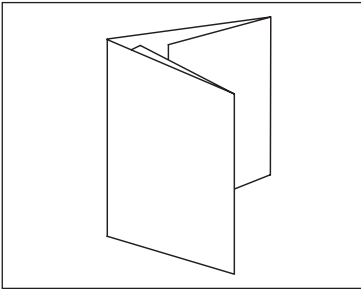
4 PAGE – ONE FOLD  
 SIMPLE FOLD  
 MINIMUM PAPER STOCK: 70 LBS



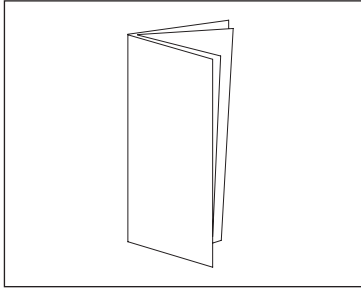
4 PAGE – ONE FOLD  
 SHORT FOLD (MINIMUM 4")  
 MINIMUM PAPER STOCK: 70 LBS



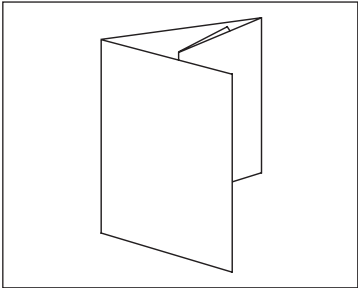
6 PAGE – TWO FOLDS  
 BARREL/LETTER FOLD  
 MINIMUM PAPER STOCK: 60 LBS



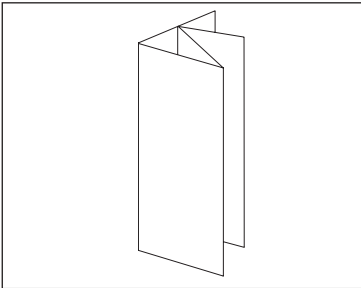
8 PAGE – THREE FOLDS  
 GATEFOLD  
 MINIMUM PAPER STOCK: 50 LBS



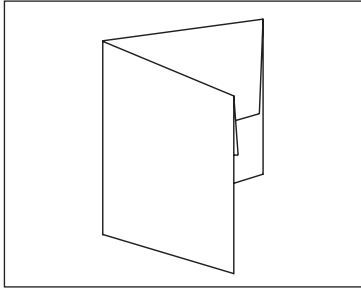
8 PAGE – TWO FOLDS  
 SIGNATURE/BOOKLET  
 MINIMUM PAPER STOCK: 50 LBS



8 PAGE – THREE FOLDS  
 ROLL FOLD  
 MINIMUM PAPER STOCK: 50 LBS

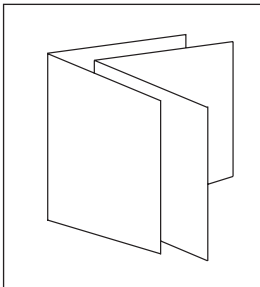


8 PAGE – THREE FOLDS  
 PARALLEL FOLD  
 MINIMUM PAPER STOCK: 50 LBS

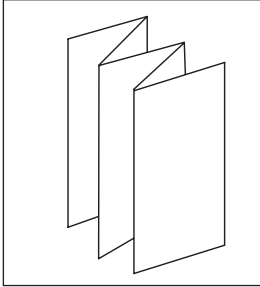


8 PAGE – TWO FOLDS  
 FRENCH FOLD  
 MINIMUM PAPER STOCK: 50 LBS

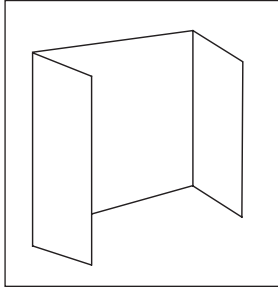
## UNACCEPTABLE MECHANICAL INSERT DESIGNS



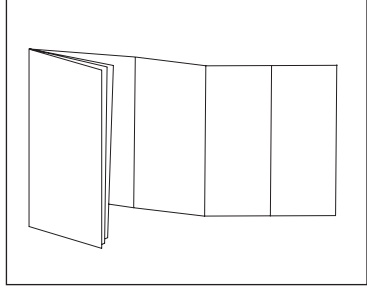
LOOSE BOOKLET



ACCORDION FOLD



OPEN GATEFOLD



MULTIPLE COVER GATEFOLD

# Mechanical Insert Specifications

## SHIPPING INSTRUCTIONS - MECHANICAL INSERTS

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All quotations exclude freight to The Globe and Mail plants. The client and/or agency will arrange for delivery and prepay all delivery expenses (including any customs brokerage fees).

All insert material must arrive at the printing plants during normal receiving hours no fewer than five and no more than seven business days (does not include Saturdays or Sundays) prior to the insertion date.

Insert shipments do not require prior appointments for delivery. Please ensure that the shipment arrives at our plants during regular receiving hours. The shipment must be properly labelled and must arrive at our plants in good condition; otherwise the shipment will not be unloaded.

Any insert that is received less than five business days prior to the insertion date without previous notification of delay, is improperly labelled or is received in a damaged condition will be cancelled and/or rescheduled. Any expenses incurred by The Globe and Mail will be charged to the client.

The Globe and Mail and its printers will not be responsible for insert material left on long-term storage without prior written approval from The Globe and Mail. Any insert material remaining after the print run will be recycled unless prior written arrangements are made.

Any cancelled inserts not removed from the plants by the client within three days of cancellation will be recycled unless prior written arrangements for re-scheduling or removal by the client are made. Cancellation charges will apply to all inserts cancelled less than two weeks prior to insertion.

### MULTIPLE VERSIONS

Maximum of two versions per plant. Inserts must be identical in size, number of pages and paper stock. Only content may vary. Product must be separated and clearly labelled prior to delivery to our plants.

### MIXED SPLIT-RUN INSERTS (A-B SPLITS)

Mixed split-run inserts (A-B splits) must arrive pre-mixed and with the correct distribution indicated on the shipment label. Inserts must be identical in size, number of pages and paper stock. Only content may vary.

### SHIPMENT LABELS

All inserts must be labelled with the following information:

- The Globe and Mail
- Client name and Insert title
- Date of insertion
- Total number of inserts shipped
- Number of inserts on each pallet
- Total number of pallets shipped
- Name, address and phone number of printer/shipper
- Name and phone number of client's customs broker (for cross-border shipments)

**Note:** All cross-border shipments should also include a description of goods (printed matter) and the value of the material on the waybill for quicker customs clearance. The client should notify their customs broker prior to shipment.

**Please contact Michael Anderson at 416.585.5455 or Tony Faria at 416.585.5412 regarding all production inquiries, cancellations or delivery delays**  
[www.globelink.ca/newspaper/inserts](http://www.globelink.ca/newspaper/inserts).

## PLANT ADDRESSES AND RECEIVING HOURS

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### Toronto Plant

The Globe and Mail  
c/o Transcontinental Toronto  
100B Royal Group Crescent  
North Doors A & B  
Vaughan, Ontario L4H 1X9  
7 AM - 4 PM Monday - Friday

### Estevan Plant

The Globe and Mail  
c/o Estevan Web  
1 Breeze Street, Hwy 39 West  
South East Bay Door  
Estevan, Saskatchewan S4A 2L7  
8 AM - 6 PM Monday - Friday

### Montreal Plant

The Globe and Mail  
c/o Transcontinental Transmag  
10807 Rue Mirabeau  
Anjou, Quebec H1J 1T7  
7 AM - 5 PM Monday - Friday

### Calgary Plant

The Globe and Mail  
c/o Transcontinental Calgary  
5516 Fifth Street SE  
Calgary, Alberta T2H 1L3  
9 AM - 4 PM Monday - Friday

### Halifax Plant

The Globe and Mail  
c/o Transcontinental Web Atlantic Ltd.  
11 Ragged Lake Blvd.  
Halifax, NS B3S 1C2  
9:00 AM - 5:00 PM Monday - Thursday  
9:00 AM - 12:00 PM Friday

### Vancouver Plant

The Globe and Mail  
c/o Transcontinental Vancouver  
725 Hampstead Close  
Annacis Island  
Delta, B.C. V3M 6R6  
9 AM - 4 PM Monday - Friday

# Mechanical Insert Specifications

## PALLET LOADING INSTRUCTIONS - MECHANICAL INSERTS

- All inserts scheduled for mechanical insertion should be supplied bulk on skids and must not be cross-tied. Skids should be loaded (when possible) in equal quantities per skid.
- Two to 36 page inserts printed on glossy or uncoated stock should be stacked in bundles of 4" to 8" in height. Elastic banding allowed as needed.
- Inserts over 36 pages printed on glossy or uncoated stock should be stacked in bundles of 6" to 8" in height. Elastic banding allowed as needed. No compensation - all spines must be stacked in the same direction.
- Quarterfolded inserts printed on uncoated/newsprint stocks should be stacked in bundles of 4" to 8" high. Single plastic strapping or elastic banding is required on each bundle.
- Unstable inserts over 24 pages (digest size and smaller) printed on glossy stock should be supplied stacked in boxes. No plastic strapping allowed on products supplied in boxes. Elastic banding allowed as needed.
- All supplements must be brick stacked with interlocking layers.
- Corner boards should be used to prevent damage to the outside edges of the loaded skid. Life containers are acceptable.
- All inserts must be stacked on pallets in consistent lifts, be well-jogged, and all pallets should be securely banded and plastic stretch-wrapped or shrink-wrapped.
- Stacked inserts should cover pallet and never protrude beyond the edge of the pallet.
- Folded edges should be turned towards the inside of the load whenever possible.
- Product must be stacked on solid base, **48"x40" (industry standard)** non-returnable, four-way entry pallets in good condition. Two-way pallets may be used as needed to accommodate automated compression banding and wrapping equipment.
- A substantial protective cover should be placed on the pallet before stacking and another cover placed before topping.
- Cardboard sheets or binder sheets, not waxed or coated, should be placed between layers.
- Pallet tops must be wood or a sturdy equivalent the same size as the pallet base.
- Banding should be tight without pulling down and bending the top turn or pulling loose the pallet flooring. A minimum of four bands to be on each load.
- Clearance from floor to bottom of pallet base is a minimum of 4 1/2" to maximum of 8".
- Maximum allowable loaded pallet height is 4' measured from floor to pallet top.
- Maximum acceptable weight per loaded pallet is 2,500 pounds.
- Shipment labels and a sample of the insert must be displayed on two adjacent sides of each pallet.
- Pallets must be loaded on the truck so that the pallet tag faces the fork lift operator. Pallets must be loaded on trucks for ease of unloading. Do not "double deck".

### Correctly loaded skids



### Incorrectly loaded skids. Additional costs will apply and damaged copies will not be inserted.

