



Illawarra Mercury Insert information

Readers of the Illawarra Mercury love to shop and in turn love their catalogues. Inserts are an effective way of distributing catalogues using reliable delivery to your potential buyers.

BOOKING DEADLINE

Minimum three weeks prior to insertion date (subject to availability)

CANCELLATION DEADLINE

Minimum two weeks prior to insertion date. (Clients cancelling within the two weeks prior will be charged in full for the insert).

MATERIAL DEADLINE

Inserts must be delivered no earlier than ten days and no later than 10am six days prior to the date of insertion or additional charges may be incurred or the insert have to appear after the booking date.

TABLOID INSERTS

Four and eight page tabloid products must be quarter folded. Prior to acceptance tabloid products must be inspected to determine whether a quarter fold is required.

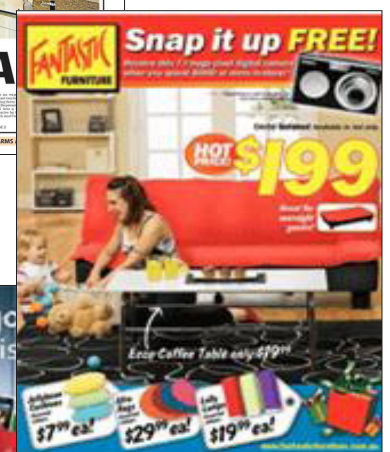
Maximum insert thickness is 48 pages
If there is any doubt about size, weight etc, we can send a copy of the catalogue to Fairfax for approval prior to placing booking.

Over 61% of readers of the Illawarra Mercury Mon- Fri in the region read a catalogue in the last 4 weeks as did over 71% of Sat readers.



The Facts

Cost		
Monday to Thursday		\$3,000 + GST
Friday		\$3,250 + GST
Saturday		\$3,900 + GST
Sizes (depth x Width)		
Minimum Size	200mm x 180mm	150 GSM
Maximum Size	390mm x 285mm	180 GSM
Quantities		
Monday to Thursday		32,000
Friday		36,000
Saturday		46,000
Substance Weight	Min GSM	Max GSM
Single	150 GSM	180 GSM
4-6	100 GSM	150 GSM
6-8	85 GSM	150 GSM
8-12	65 GSM	120 GSM
12-16	54 GSM	80 GSM
16+	52 GSM	80 GSM



DELIVERY ADDRESS

DOCK A

Rural Press Printing

159 Bells Line of Road

North Richmond NSW 2754

Receiving Hours: Mon—Fri 9am—4pm

ONLY

IMPORTANT INFORMATION

Printer is not to dispatch inserts without an official

reference number from the Mercury office. Packaging specifications also need to

be sent to the printers to ensure that the pallets are

packaged according to Fairfax requirements.

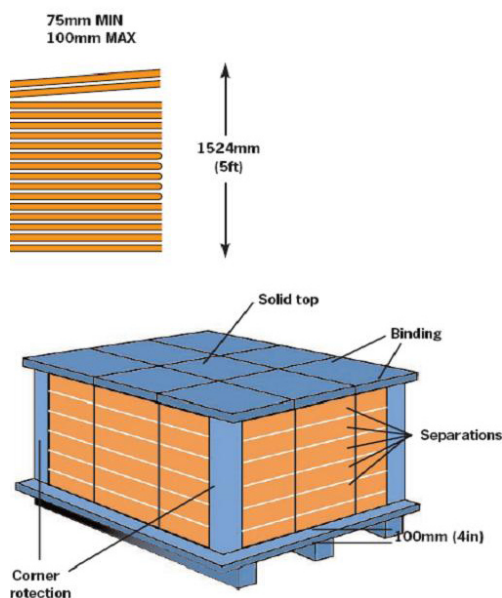
PACKING SPECIFICATIONS

The printer must ensure that all inserts are free from “set-off” and that the 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.

Place protective material (e.g. thick cardboard, etc) on bottom of the pallet base, between every second or third tier depending on the height and finally on top of the stack. Reel end covers of sufficient size are ideal for this purpose.

All tiers must be neatly and uniformly stacked. Another pallet the same size as pallet base should be placed over the top sheet of protective material. This top cover must not distort the stack under strapping pressure



Inserts must be turned in 50s, 75s, 100s, within a bundle, so that the turned height is between 75mm to 100mm (see diagram).

Bundles of inserts on each tier must not be tied, banded or shrink wrapped. Bundles may be strapped from top to bottom, single tie only (the wider the strapping the better). The tension of the strapping should not in any way damage the bundle.

Outside edges should be vertically even, and the inserts should be stacked, so they do not protrude beyond the limits of the pallet.

Prior to shrink-wrapping pallets, ensure corners of the stack are protected against distortion and a minimum of 4 nylon or plastic strapping bands are used to secure the stack.

Metal strapping has been identified as an occupational health & safety hazard and is therefore unacceptable.

As our automated lifting vehicles cannot perforate shrink wrapping it is important the shrink wrapping does not cover the pallet forklift entry points.

PALLET SPECIFICATIONS

Pallet specifications for boxed and cartons:

Inserts packed in boxes are NOT acceptable in NSW (Rural Press Printing Richmond)

Pallets, when delivered, will be stored in an Automatic Storage and Retrieval System (ASRS) which consists of beam racking and computer controlled cranes. These racks have limitations in respect of pallet size and weight.

Inserts not adhering to these specifications cannot be stored and will be rejected

All inserts must be loaded on CHEP standard pallets. Pallets with damaged or missing timber or protruding nails cannot be used.

The total pallet load cannot exceed 1000kgs

The height of the pallet cannot exceed 1524mm

The total load must not overhang the pallet

The total minimum height of the pallet

cannot exceed 100mm for handling by forklift or hand truck

Loose shrink-wrap should be removed Standard pallet tag for Newspaper inserts:

It is important all pallets are labeled clearly with the following information.

The pallet tag details must include: Reference number supplied by Fairfax (NSW only)

Newspaper title

Product name

Insert run date

Total number of inserts shipped

Number of inserts on this pallet

Total number of pallets shipped

This pallet is No. 'x' of 'x'

Number of copies in each lift (bundle)

Inserts printed by (printer company name)

Any pallets not clearly displaying an Reference number (for NSW only) will be rejected by RuralPress Richmond NSW.

PUBLISHER CONDITIONS:

All inserts are subject to approval of the publisher, who reserves the right to refuse any material considered unsuitable for publication

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

The publisher cannot guarantee the level of response associated with an insert The advertiser undertakes that there is nothing misleading or deceptive in the insert material submitted for publication and that it does not contravene the Federal and State advertising laws or advertising industry codes

Both the advertising principal and the accredited agency jointly and severally agree to indemnify Rural Press against any liability or potential liability for any penalty, damages, costs or otherwise arising from publication of the insert The publisher reserves the right to abort insertion of products under specification if it disrupts production.

For a detailed Rural Press packing and pallet specifications please call a Mercury Representative on 4221 2350.