

16.5.2013

Inserts

# Mediacard

Stitched products  
Perfect bound products  
Packing and delivery  
instructions for inserts

# STITCHED PRODUCTS

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## Stitched inserts

Placing	In central opening or between signatures		
Size	min.	115x200 mm	
	max.	the size of the magazine	
Material	for 4 pp inserts:	min 100 g/m <sup>2</sup>	max 250 g/m <sup>2</sup>
	for 6-8 pp inserts:	min 80 g/m <sup>2</sup>	max 150 g/m <sup>2</sup>
	for 12-16 pp inserts:	min 60 g/m <sup>2</sup>	max 130 g/m <sup>2</sup>

Selectivity supported in some production lines, check with your contact person.

For full page size ready inserts delivered by the customer an additional 4 mm should be added to head, bottom and trim side of the insert for trimming.

For inserts smaller than full page size required additional 4 mm should be added to head.

For products with smaller height than 297 mm the head allowance may be different, check with your contact person.

Inserts over 6 pages should have closed head.

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## Glued inserts

Placing	Glue stripe inserts on 1st page of the signature, except 1st signature. Placing 6 mm from spine, 10 mm from lower edge, 20 mm from upper and outer edge 1-2 inserts / product		
Size	min.	60 x 80 mm	
	max.	210 x 210 mm (or 30 mm less than product's width)	
Material	for 2 pp inserts:	min. 130 g/m <sup>2</sup> , A6 170 g/m <sup>2</sup> ;	max. 250 g/m <sup>2</sup>
	for 4 pp inserts:	min. 100 g/m <sup>2</sup>	max. 250 g/m <sup>2</sup>
	for 6-8 pp inserts:	min. 80 g/m <sup>2</sup>	max. 150 g/m <sup>2</sup>
	for 12-16 pp inserts:	min. 60 g/m <sup>2</sup>	max. 130 g/m <sup>2</sup>
	sachets seams must bear 1000 kg weight max. thickness 2 mm (depending on the material) max. weight 20 g		

Glued inserts cannot be inserted to A5 products.

Selectivity supported in some production lines, check with your contact person.

A layout indicating the positioning required must be supplied. However, a precise position cannot be assured as a tolerance of ±4 mm can be expected. Occasionally it may be necessary to position the insert differently to the customer's requirements. On such occasion customer will be informed and new proposal for positioning will be presented.

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## Loose inserts

Placing	Inside the main product which must be min. 16 pp. Inserts are inserted spine parallel to the spine of the main product, max. four inserts in one non-specific place. Max. total thickness of all inserts is 5 mm, or half of the thickness of the main product.		
Size	min.	size A6 (105 x 148 mm)	
	max.	size 20 mm smaller in height and width than the main product	
	max. thickness	2 mm	
Material	for 2 pp inserts:	min. 115 g/m <sup>2</sup> , A5 130 g/m <sup>2</sup> , A6 170 g/m <sup>2</sup> ;	max. 250 g/m <sup>2</sup>
	for 4 pp inserts:	min. 100 g/m <sup>2</sup>	max. 200 g/m <sup>2</sup>
	for 6-8 pp inserts:	min. 80 g/m <sup>2</sup>	max. 150 g/m <sup>2</sup>
	for 12-16 pp inserts:	min. 60 g/m <sup>2</sup>	max. 130 g/m <sup>2</sup>
	max. pagination 64 pp (paper max. 50 g)		

Loose inserts cannot be inserted to A5 or A4L products.

Selectivity supported in some production lines, check with your contact person.

Additional loose inserts can be added in packaging line together with individual polybagging.

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## Addressing

Ink-jet addressing

Selectivity supported in some production lines, check with your contact person.

Address field 200x25 mm or 140x35 mm.

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## Bundles

One strap or cross-strap

Shrink-wrapped bundles possible

# PERFECT BOUND PRODUCTS

## Bound inserts

Placing	Between signatures or between signature and cover	
Size	min.	115 x 140 mm
	max.	size of the main product
Material	for 2 pp inserts:	min. 130 g/m <sup>2</sup> (full sized, between signatures), 170 g/m <sup>2</sup> (full sized, between signature and cover), A6 sized min. 170 g/m <sup>2</sup> , max. 250 g/m <sup>2</sup> .
	for 4 pp inserts:	min. 100 g/m <sup>2</sup> , max. 250 g/m <sup>2</sup>
	for 6-8 pp inserts:	min. 80 g/m <sup>2</sup> , max. 150 g/m <sup>2</sup>
	for 12-16 pp inserts:	min. 60 g/m <sup>2</sup> , max. 130 g/m <sup>2</sup>

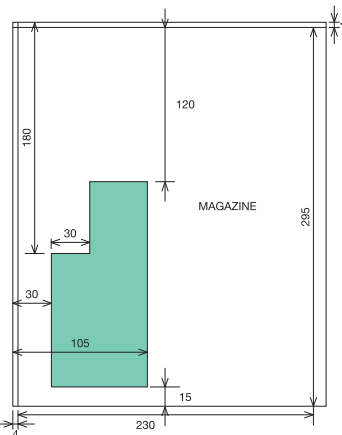
For full page size ready inserts delivered by the customer an additional 4 mm should be added to head, bottom and trim side of the insert for trimming.

For inserts smaller than full page size required additional 4 mm should be added to head.

For products with smaller height than 297 mm the head allowance may be different, check with your contact person.

## Glued inserts

Placing	Glue stripe inserts on 1st page of the signature except 1st signature Placing according to the picture below, lower left corner of the insert should be within the marked area. 1-2 inserts / product	
Size	min	60 x 80 mm
	max	200 x 270 depending from positioning, insert must be 50 mm smaller in height and width than the main product.
Material	for 2 pp inserts:	min. A5 130 g/m <sup>2</sup> , A6 170 g/m <sup>2</sup> ; max. 250 g/m <sup>2</sup>
	for 4 pp inserts:	min. 100 g/m <sup>2</sup> , max. 250 g/m <sup>2</sup>
	for 6-8 pp inserts:	min. 80 g/m <sup>2</sup> , max. 150 g/m <sup>2</sup>
	for 12-16 pp inserts:	min. 60 g/m <sup>2</sup> , max. 130 g/m <sup>2</sup>
	sachets seams must bear 1000 kg weight max. thickness 2 mm (depending on the material) max. weight 20 g	



Glued inserts have restrictions in A5 products, check with your contact person. A layout indicating the positioning required must be supplied. However, a precise position cannot be assured as a tolerance of ±4 mm can be expected. Occasionally it may be necessary to position the insert differently to the customer's requirements. On such occasion customer will be informed and new proposal for positioning will be presented.

Glue is usually located in the middle of the card.  
Max distance of glue stripe from the spine is 115 mm.

## Loose inserts

Placing	Inserts are inserted spine parallel to the spine of the main product, max. four inserts in one non-specific place. Max. total thickness of all inserts is 5 mm, or half of the thickness of main product.	
Size	min.	A6 (105 x 148 mm)
	max.	size 20 mm smaller in height and width than the main product
	max. thickness	2 mm
Material	for 2 pp inserts:	min. 115 g/m <sup>2</sup> , A5 130 g/m <sup>2</sup> , A6 170 g/m <sup>2</sup> ; max. 250 g/m <sup>2</sup>
	for 4 pp inserts:	min. 100 g/m <sup>2</sup> max. 200 g/m <sup>2</sup>
	for 6-8 pp inserts:	min. 80 g/m <sup>2</sup> max. 150 g/m <sup>2</sup>
	for 12-16 pp inserts:	min. 60 g/m <sup>2</sup> max. 130 g/m <sup>2</sup>
	max. pagination 64 pp (paper max. 50 g)	

Additional loose inserts can be added in packaging line together with individual polybagging.

## Addressing

Ink-jet addressing  
Address field 200x25 mm or 140x35 mm.

## Bundles

One strap or cross-strapped  
Shrink-wrapped bundles possible

# PACKING AND DELIVERY INSTRUCTIONS FOR INSERTS

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## Delivery time

All incoming goods are to be pre-booked with your contact person. Inserts should be delivered to the warehouse not later than four days, but not earlier than 14 days before scheduled production with a prior notice to your contact person.

Cost of storage for longer periods is 10,50 Euros/pallet/month (excl. VAT).

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## Delivery Notes

All incoming inserts should be accompanied by a delivery note clearly indicating the following information:

- Name of the magazine/magazines and issue number(s)
- Name of the insert
- Possible code/version
- Total number of copies
- Number of copies on the pallet
- Number of pallets
- Supplier's name and address
- Contact person at Printer's and phone number

Inserts containing different codes should be packed on different pallets.

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## Delivery Address

Hansaprint Artukainen  
Länsikaari 15 F  
20240 Turku  
FINLAND

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## Packing

Inserts should be packed loose on pallets with minimum number of turns. Plastic straps or shrink-wrapping are not allowed.

Load inserts on pallet so that they do not protrude over the edges of the pallet.

Max. height of pallet is 120 cm.

Pallets should be packed to guarantee safe transportation. Delivery on one-way Euro pallets.

Small inserts which are difficult to load on a pallet, should be packed neatly into cartons; remember to pack them consistently in the same direction in every carton.

Product samples (sachets) should be packed in cartons vertically, all in the same direction with cardboard between layers and rows.

Type and form of the inserts delivered should ensure proper and immediate processing without additional manual preparations.

Handling of badly or incorrectly packed inserts or inserts damaged during transportation, as well as any reduction in production efficiency are subject to an additional handling charge 63,50 Euros/h (excl. VAT).

Detected problems will be noticed to customer immediately by our contact person.

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## Summary

On completion of the production run possible extra inserts will be destroyed unless otherwise agreed.

Extra inserts can be returned, but customer must take care of transportation and storage costs.

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