

**Inserts specification February 2011**

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**Loose, Gummed-on, Bound, Post-it® Note Inserts Size & Weight Specifications**

Good Food is perfect bound. Trimmed size is 300mm deep (spine) x 228mm wide.

For all inserts the spine is the depth (top to bottom measurement).

Concertina or Z Folds or other loose edges on leading edge are not suitable for machine insertion.

**6 samples of all inserts must be sent to BBC Worldwide Ad Services at the address below before approval can be given.**

**Loose inserts**

**These can be inserted either in single sheet form or as multi-page sections**

Minimum	size	148mm deep (spine) x 105mm wide
Maximum	size	280mm deep (spine) x 198mm wide

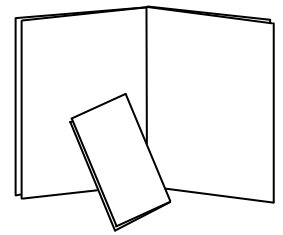
**Weight of paper:**

Single sheet	Minimum	90gsm
Single sheet	Maximum	150gsm (over 150gsm subject to approval)

Minimum	4 – 6 pages	70gsm
Maximum	4 – 6 pages	130gsm
Minimum	8 - 64 pages	48gsm
Maximum	8 – 48 pages	80gsm
Maximum	64 pages	60gsm

Single sheet inserts may run the risk of multiple feeding but the incidence can be reduced by using a stock of at least 115gsm

On single sheet inserts with a lip, the lip should be half the size from the fold to back edge



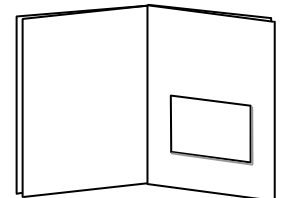
**Gummed inserts**

**Size**

Minimum	60mm (deep) x 80mm (wide)
Maximum	280mm (deep) x 148mm (wide)

**Weight of paper: single card**

Minimum	140gsm (or 180 microns thickness, whichever is lowest)
Maximum	250gsm



**Bound-in inserts Size**

Minimum portrait, before trimming 136mm deep (spine) x 100mm wide

Maximum portrait, before trimming 300mm deep (spine) x 228mm wide

Head trim: 3mm (inserts knock to head unless stated otherwise)

Grind off allowance: 3mm (spine allowance)

Full size inserts need a further 3mm foot trim and 3mm foredge trim

**Minimum weight of paper**

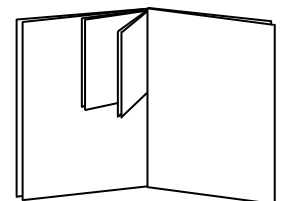
Single sheet	90gsm
4 to 16 pages	75gsm

150gsm and over will be subject to approval

4pp and above may have to be supplied in removable format, e.g. as a magnastrap

All gatefold or other foldout should have a minimum paper substance of 75gsm.

All foldouts require prior approval by BBCW. Check with BBCW for imposition requirements.



**Post-it® Note Inserts**

Acceptable sizes:

Minimum size: 60mm x 60mm

Maximum size :120mm x 140mm

Other sizes and die cut shapes available on request

Roll unwind configuration:

Orientation 4R if knocked to the head

Orientation 3L if knocked to the foot

Roll diameter: 305mm

Internal diameter of core : 76mm

External roll diameter : 310mm

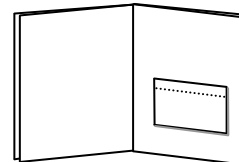
Position:

No closer than 50mm to head / tail

No closer than 50mm to foredge

Min. qty : 12,000 + 2% binders overs

Max. qty : Print order +2% binders overs

**Presentation requirements****Loose inserts, Gummed & Bound-in inserts**

The inserts must be supplied bulk packed on pallets i.e. stacked on pallets in a neat and stable condition, uncurled and undamaged.

The placing of the inserts in boxes, large pallet boxes or cartons, and/or the bundling of the inserts with straps or bands, may be acceptable **but only by prior agreement from BBC Worldwide Ad Services. Additional handling charges may be incurred, or the inserts rejected, where such prior agreement has not been obtained.**

The inserts must be the same size for each run.

Turns must be avoided but the **minimum** number of turns is set out as follows:

Inserts under 8 pages = No Turns

8-12 page inserts = Turns of 500

14-30 page inserts = Turns of 100

Inserts 32 pages or over = Turns of 75

The pallets must be 1200mm x 1000mm, sturdy, capable of stacking, allow for four-way entry, and must be well-protected through the use of top-boarding, corner protectors, shrink-wrap and plastic cross-straps. Metal straps are NOT acceptable.

Each face of each pallet must be marked with the name BBC Good Food, the advertiser, the quantity of inserts, the date of insertion and any key codes. One insert must be attached to the outside of each pallet.

**Post-it® Note Inserts**

**Please note that Post-it® Notes not meeting these specifications may be subject to additional costs and / or could be rejected**

The Post-it® Notes must be supplied in rolls suitable for application on a Willetts feeder. The unwinding direction of the rolls will need to take account of the page number on which the Post-it® Note will sit. This will be advised.

The rolls must be supplied neatly on pallets and the Post-it® Notes must be undamaged.

The Post-it® Notes must be the same size for each run.

The pallets must be sturdy, measure 1200 mm x 1000 mm, be capable of stacking, allow for four-way entry, and must be well-protected through the use of top boarding, corner protectors, shrink-wrap and plastic cross-straps. Metal straps are NOT acceptable.

Each face of each pallet must be marked with the name BBC Good Food, the advertiser, the quantity of Post-it® Notes per roll, the date of insertion and any key codes. One Post-it® Note must be attached to the outside of each pallet.

**Wastage allowances**

A wastage allowance in excess of the booked quantity is required to be delivered as follows:

Loose = + 2%      Bound &amp; wrap = + 2%

Post-it® 2%      Gummed = + 1.5%

**Delivery address**

New Chantry Bindery, Stephenson Way Wakefield 41., Wakefield, West Yorks. WF2 0TU

Deliveries must be made between 08:00 and 17:00 on the delivery date specified by BBC Worldwide on the Insert Delivery Advice Note. Early or late deliveries are NOT acceptable. You are required to pre-book your delivery date and time directly with the print site. Contact Warehouse Supervisor 01924 821690. This must be done at least 48 hours prior to the specified delivery date. See Insert Delivery Advice Note for details.

**Delivery Enquiries**

Please contact Daniel Harrison on 020 8433 3380 for any queries you may have regarding delivery of inserts.

**Advance Information Requirements**

Please send the following by return to Ad Services, BBC Worldwide, Media Centre, 2N The Garden House, 201 Wood Lane, London W12 7TQ

**Samples and Text:** 6 copies of the insert (or identical samples), together with a copy of the proposed text and pictures to be used.

**Key coding:** Please advise Ad Services directly of any key codes or other variation to copy.

**Delivery Documentation**

The BBC Worldwide delivery note must be filled in and sent with each delivery. 2 inserts must be attached to the delivery note.

**Inserts overs**

All insert overs will be advised during the week of publication. Inserts will be destroyed 14 days after publication date unless collection arrangements have been agreed. Overs of 1,000 or less will be destroyed following completion of booking.

**Supplementary Conditions**

If more inserts are carried than have been booked, these will be charged for pro rata.

If fewer inserts are supplied than have been booked, the booked figure will continue to be charged for. If, after the inserts have been approved and accepted, they are not delivered by the delivery deadline, the full rate will be charged. If inserts are delivered which are not approved, and which we cannot use, the full amount will still be charged for. The way the inserts are presented must not impede the production of BBC Good Food.

Thank you for your order for inserts to appear in BBC Good Food.

Please note that these insertion conditions form part of your contract with us and should be read together with our Terms and Conditions of Acceptance – view at

<http://www.bbcmagazinesadvertising.com/Advertising-terms.html>

**Inserts not meeting the specifications or requirements in these delivery instructions may be Subject to additional charges or can be rejected.**