

Inserts specification February 2009

Page 1 of 2

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

Easy Gardening is saddle stitched. Trimmed size is 280mm deep (spine) x 213mm wide.

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

Concertina or Z Folds are not suitable for 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****Size**

| | | |
|---------|----------------------------|---------------------------------|
| Minimum | | 148mm deep (spine) x 105mm wide |
| Maximum | 4 pages and above portrait | 260mm deep (spine) x 193mm wide |

Weight of paper: single sheet

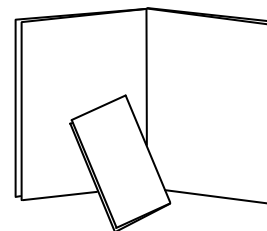
| | |
|---------|--------|
| Minimum | 100gsm |
| Maximum | 200gsm |

Weight of paper

| | | | |
|---------|---|-------|-------|
| Minimum | 4 | pages | 90gsm |
| Minimum | 8 + | pages | 65gsm |
| Maximum | No maximum within reason but always subject to approval | | |

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

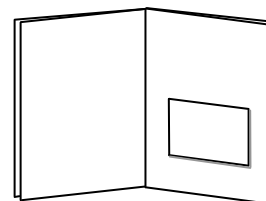
We can take loose inserts over 16 pages subject to prior approval

**Gummed inserts****Size**

| | |
|------------------|---------------|
| Minimum portrait | 80mm x 60mm |
| Maximum portrait | 210mm x 210mm |

Weight of paper: single card

| | |
|---------------------------------------|--------|
| Minimum | 100gsm |
| Maximum | 250gsm |
| Positional guide available on request | |

**Bound-in inserts****Size**

| | |
|---------------------|---------------------------------|
| Minimum trimmed | 155mm deep (spine) x 115mm wide |
| + 10mm backlap i.e. | 155mm deep (spine) x 125mm wide |
| Maximum trimmed | 300mm deep (spine) x 228mm wide |
| + 10mm backlap i.e. | 300mm deep (spine) x 238mm wide |

Weight of paper: Up to 16 pages

| | | |
|---------|--------|-------|
| Minimum | 4 - 16 | 80gsm |
|---------|--------|-------|

Weight of paper: 16 pages and over

| | | |
|---------|---------|-------|
| Minimum | 16 - 32 | 65gsm |
|---------|---------|-------|

Wrap – in Inserts

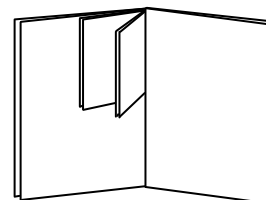
Inserts can also be bound between sections of the magazine. Please call for further details

Live matter on an insert should be at least 7mm from trimmed edges

All inserts require a 3mm head trim allowance.

Full size inserts need a further 3mm head trim, 3mm foot trim & 3mm foredge trim

Please call to discuss any further technical specifications in more detail



Post-it® Note Inserts

Acceptable sizes:

Small size: 72.2mm x 73mm

Medium size: 72.2mm x 98mm

Large size: 72.2mm x 124mm

Other sizes and die cut shapes available on request

Roll unwind configuration: will depend on the product imposition

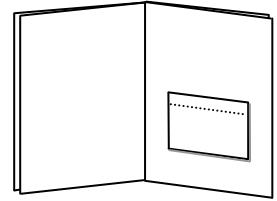
Unwinds to Left – front of section – magazine knocks to head

Unwinds to Right – rear of section – magazine knocks to foot

Roll diameter: 406mm

The label foredge cannot be less than 150mm from the spine of an untrimmed section.

The label cannot be positioned closer than 20mm to the head or tail and 15mm to the foredge or spine

**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 Easy Gardening, 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 Easy Gardening, 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.

Positional diagram available on request.

Wastage allowances

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

Loose = + 2% bound & wrap = +2%

Post-it® & gummed = + 2%

Delivery details : Delivery address

Polestar Colchester Bindery, 2 Wyncolls Road, Severalls Business Park, Colchester, Essex CO4 9PB. Contact Pete or George on 01206 849559.

Deliveries must be made between 09:15 and 16:00 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. This must be done 48 hours prior to the specified delivery date. See Insert Delivery Advice Note for details.

Delivery Enquiries

Please contact Teresa Doheny 020 8433 3320 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: Full written details of any key codes or other variation.

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 Easy Gardening.

Thank you for your order for inserts to appear in Easy Cook. 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, which can be viewed 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.**