

**Inserts specification February 2009**

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

Lonely Planet is perfect bound. Trimmed size is 275mm deep (spine) x 230mm 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**

**Size**

Minimum	portrait	148mm deep (spine) x 105mm wide
Maximum	portrait	255mm deep (spine) x 200mm wide

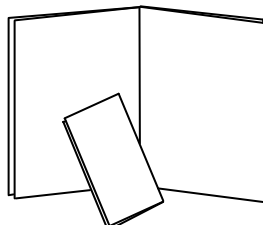
**Weight of paper: single sheet**

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

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

**Weight of paper**

Minimum	4 – 6 pages	70gsm
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

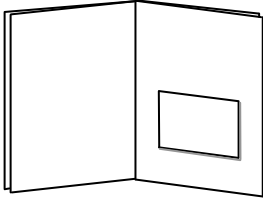
**Gummed inserts**

**Size**

Minimum	60mm (head to tail) x 80mm (spine to foredge)
Maximum	215mm (head to tail) x 210mm (spine to foredge)

**Weight of paper: single card**

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



**Bound-in inserts**

**Size**

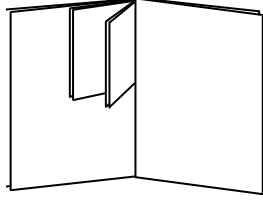
Minimum portrait, before trimming	136mm deep (spine) x 100mm wide
Maximum portrait, before trimming	275mm deep (spine) x 230mm wide

Head trim: 5mm (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

over 150gsm 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:

Small size: 72.2mm x 73mm

Medium size: 72.2mm x 98mm

Large size: 72.2mm x 125mm

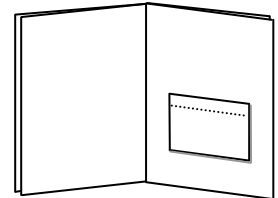
Other sizes and die cut shapes available on request

Roll unwind configuration:

Orientation 4R if knocked to the head

Orientation 3L if knocked to the foot

Roll diameter: 305mm

**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, uncured 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 Lonely Planet, 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 Lonely Planet, 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 & wrap = +2%

Post-it® & gummed = + 1.5%

**Delivery address**

New Chantry Bindery, Stephenson Way, Wakefield 41, Wakefield, W. Yorkshire 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 Rita Barnett 020 8433 3906 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 Lonely Planet.

Thank you for your order for inserts to appear in Lonely Planet. 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.**