



GENERAL SHIPPING CONDITIONS AND PROPOSALS
Last update September 2013

By signing an insertion agreement, the advertiser agrees to comply with the technical conditions, especially the deadline for submission (3 weeks prior to publication date) and the method of submission.

ADDITIONAL CHARGES:

All additional charges arising as a result of erroneous or late submission of inserts, pop-ups or attached samples, leaflets, booklets, etc., are the responsibility of the advertiser.

1. Pallets

- Solid pallets (ship as 80 x 120 cm or 100 x 120 cm)

2. Pile method

- Flat pile (no rounded backs)
- Solid cardboard partition sheets (not paper) should be used between every layer
- A solid carton layer should be used under the pallets

3. Packing of pallets

- Shrink-wrap or bands must not cause deformation of the printed material
- If protective covers are used, a waterproof sheet should be used between the top layer and the cover to avoid condensation damage
- Cartons should not be banded
- Maximum weight per carton: 8 kg
- Total height, including pallet, should not exceed 1.2 meter

4. Pallet labelling

- Label each of the four sides of every pallet board with the following information:

Intended for: Magazine Title Belgium - Flemish
 Belgium - French
 The Netherlands
 France

Issue number
Advertiser's name and product
Number of inserts per bundle or carton
Number of bundles or cartons per layer
Number of layers per pallet board
Total amount of inserts
Sender
Addressed to ... (name of printer)
Pallet number

5. The following information should be included in international delivery notes:

- Name of the concerned magazine
- Sender's name, address and country
- Content of the pallet board (name)
- The number of copies
- The number of pallets
- The total weight
- The destination address

6. Delivery address: depending on the magazine



SPECIFIC SHIPPING CONDITIONS

Important when packing stitched inserts and pop-ups:

All inserts and pop-ups must be delivered folded and stapled in packs of minimum 250 pieces, crosswise or alternately in manageable packs of approximately 10 to 15 cm (packed in cartons - not shrink wrapped). Inserts for multiple magazines should be packed separately per magazine.

Important when packing loose unstitched inserts:

The inserts must be delivered in cartons of approximately 800 to 1000 pieces. The inserts must **always face in the same direction**. **NEVER** pack them crosswise, laying flat or alternating. Avoid using elastic bands or similar materials. The inserts must always face in the same direction and be separated by language, i.e. avoid the mixture of, for example, Dutch and French copies.

Important when packing of attached samples, cards, booklets, leaflets, etc.

The samples, cards, booklets, leaflets, etc., must be packed in cartons by equal numbers. If there is more than 1 row of samples per carton, solid dividers that are higher than the samples should be used. All materials must be submitted in cartons of +/- 800 to 1.000 pieces, packed in such a way that the samples, cards, booklets, leaflets, etc., cannot be deformed during packing and shipment.

The samples, cards, booklets, leaflets etc. must always face **in the same direction**. **NEVER** pack them crosswise, laying flat or alternating. Never use elastic bands or similar materials. The inserts must always face in the same direction and be separated by language, i.e. avoid the mixture of, for example, Dutch and French copies.

Delivery:

3 weeks prior to the scheduled publication date, to the appropriate binder.
10 dummies of all regular inserts or pop-ups and 50 dummies for special inserts must be submitted to us for approval of content and technical requirements 5 weeks prior to publication date.
Send them to: SANOMA MEDIA / Sales Operations - Stationsstraat 55 - 2800 MECHELEN

NOTE:

All inserts or pop-ups must have the same format and the same weight per m².
The paper's running direction has to be parallel to the back of the insert.
The anticipated wastage is 2%.