

INSERT SPECIFICATIONS

San Francisco Chronicle

Inserts not conforming to the instructions below will be subject to charges based on costs incurred by the San Francisco Chronicle.

San Francisco Chronicle will not be held responsible for inserts damaged or wasted during production due to not meeting specifications.

DEADLINES

(based on calendar days)

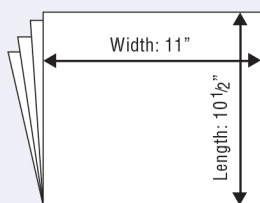
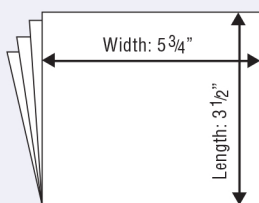
Publication day	Advertising Reservation	Delivery at Transcontinental
Monday to Friday	5 p.m., 14 days prior	7 days prior to publication day
Saturday	5 p.m. on Monday, 12 days prior	7 days prior
Sunday	5 p.m. on Monday, 13 days prior	On Friday, 9 days prior

Notes: **Inserts should not be delivered before 14 days prior to publication day.** Delivery could be required ahead of time, because of legal holidays. In such cases, the advertising representative will notify the advertiser.

SIZE AND WEIGHT

Minimum size: 5 3/4" x 3 1/2"

Maximum size: 11" x 10 1/2"



Single page (not folded):

Format	Minimum paper weight	Minimum paper thickness
5 3/4" x 3 1/2"	104 lb/stock	0.005 in.
Up to 11" x 8.5"	70 lb/stock	0.005 in.
Bigger than 11" x 8.5"	50 lb/stock	0.005 in.

Multiple page:

Number of pages	Minimum paper weight	Minimum paper thickness
12 pages or more	26.5 lb/stock	0.005 in.
8 pages	30 lb/stock	0.005 in.
4-6 pages	70 lb/stock	0.005 in.

Our equipment cannot handle "accordion-style" (Z form) or plastic wrapped inserts. Stitch thickness must not exceed overall thickness of all pages.

PREPARATION FOR DELIVERY

The inserts must be flat and, if folded, the fold must be regular, with no creases. The folds should be in good condition and well protected. There should be no curled up corners, crumpled paper or other irregularities. All inserts must be joint-jogged, must not stick to each other and not be powdered excessively.

INSERT BUNDLES MUST NOT BE STRAPPED.

DELIVERY

(Effective June 20, 2009)

All inserts should be delivered to:

Transcontinental Northern California
47540 Kato Road
Fremont, California, 94538

Driving directions are on the reverse of the specification sheet.

The 1 to 3 receiving docks are accessible Monday to Saturday from 7 a.m. to 7 p.m. Report to receiving door. Appointments are mandatory. To schedule an appointment or for directions call (510) 580-7706.

FOR ANY ADDITIONAL INFORMATION

San Francisco Chronicle Preprint Department (415) 777-7429.

DELIVERY ON SKIDS

STACKING

All inserts must be stacked in turns of a minimum of 4 inches.

All turns should be of equal depth and must be brick-stacked. Sheets of cardboard should be used to separate each row of 3 turns. Maximum height of 4' should not be exceeded to prevent overflowing of inserts.

SKIDS

Loaded skid must be at least 36 in. x 40 in.
Loaded skid must not exceed 42 in. x 48 in.
Weight of a loaded skid must not exceed 2,500 lbs

Each pallet should have a wooden top, which should have the same dimensions as the base of the pallet.

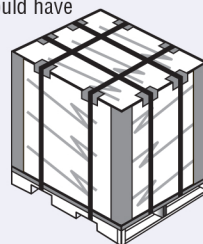
In order to protect the inserts, a covering should be put on the skid before stacking and another before the cover is placed on the stack.

Cardboard protectors should be placed on each corner and edge of the insert stack.

Polythene wrapping is acceptable.

The entire pallet must be well protected.

All pallets must also be tightly double strapped on all four sides.



DELIVERY IN BOXES

Inserts must all be on the same side.

Inserts must be tightly packed so that they remain in rows inside the box.

A divider should be placed between rows.

Paper should be used to fill empty space.

A full box must weigh no more than 30 lbs.

IDENTIFICATION

A manifest must accompany each shipment listing the following information:

1. Name, address and phone number of printer.
2. Total number of inserts shipped.
3. Number of skids.
4. Number of inserts on each skid.

Each skid or box must bear a tag indicating the information below:

1. Name of newspaper.
2. Name of the advertiser and name of the insert.
3. Publication date of the inserts.
(Multiple publication inserts must be on different skids and be properly identified.)
4. Total number of inserts shipped.
5. Number of inserts on each skid or in each box.
6. Number of each skid and number of skids in total shipment (Ex.: Skid 3 of 12)
7. Total skid weight.
8. A copy of the insert on each side of the skid.
9. Name of printer and phone number.

LOADING

Skids must be loaded so they can be unloaded from rear of carrier. The open end of skids must face rear of the carrier to permit removal by electric hand truck.

NO DOUBLE STACKED SKIDS.

TRANSCONTINENTAL NORTHERN CALIFORNIA

47540 KATO ROAD, FREMONT, CA 94538 (510) 580-7706

