

# INSERT MANUAL

**MECHANICAL INSERTS**

**FRIDAY AND SATURDAYS ONLY**

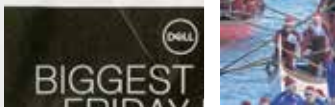


## Statscan to look to web for cannabis pricing

Experiment with crowdfunding aimed at helping Ottawa to understand black market cannabis on Canada's street corners, which will set prices in a market that is still largely unregulated, says a Statscan report. The federal agency says it will place such information there, but will not disclose the source of the data. The report says that while the government has not yet set a price for cannabis, it is expected to do so in the near future. The report also says that the government is looking for ways to help consumers understand the market better.

## RACING TO CHRISTMAS

People dressed as Santa Claus row during the annual Father Christmas Regatta on the Grand Canal in Venice on Sunday. This is the seventh year for the competition, which is organized by the University of Florida.



## White House assails Mueller, but won't be fired, Trump says

Special counsel accused of improperly covering thousands of emails from before start of administration.

## Shermans died from neck compression, police say

Two men, 39 and 40, died from neck compression injuries after a car crash in Quebec City, police say. The men were driving on a highway when the crash occurred. The police are investigating the cause of the crash.



Investigation did not directly impact the results from the 2016 election, according to the report. The report also says that the government is looking for ways to help consumers understand the market better.

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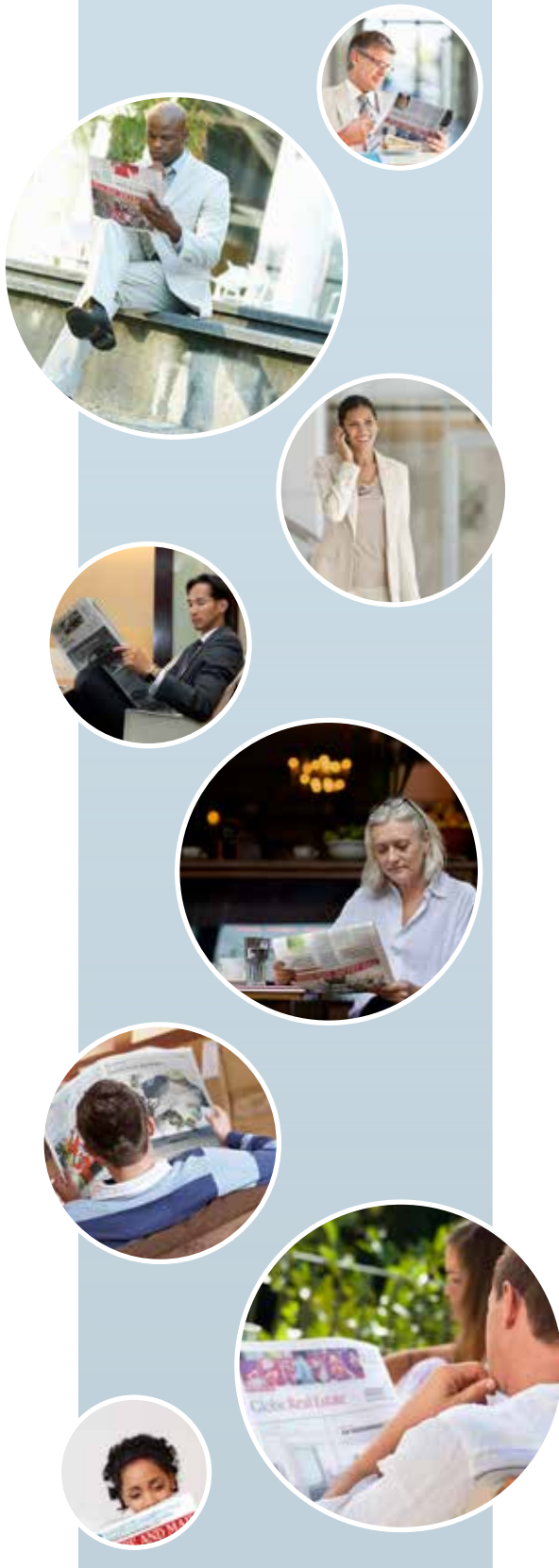
COMPANY	ACTION	COMPANY	ACTION
ALCAN INC.	BUY	ALCAN INC.	BUY
ALCAN INC.	BUY	ALCAN INC.	BUY
ALCAN INC.	BUY	ALCAN INC.	BUY
ALCAN INC.	BUY	ALCAN INC.	BUY
ALCAN INC.	BUY	ALCAN INC.	BUY

**2018**

Update: April 1



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## INSERT RATES

### MECHANICAL INSERT RATES - FRI/SAT ONLY

NUMBER OF PAGES	COST PER THOUSAND	
	GENERAL (GROSS)	RETAIL (NET)
2	\$78.86	\$67.03
4-8	\$102.41	\$87.06
12-16	\$108.43	\$92.16
20-24	\$115.00	\$97.75
28-32	\$120.48	\$102.42
36+	\$138.52	\$117.75

### MINIMUM MECHANICAL INSERT RATES

PER PLANT	MINIMUM \$ (NET)
Toronto	\$7,500
Montreal	\$2,500
Estevan	\$2,500
Calgary	\$2,500
Vancouver	\$2,500
National (All Plants)	\$15,000

**Note:** All insert products must meet our specifications and the plant minimum must be met in order to guarantee the insertion date.

**NEW MATERIAL DEADLINE: the insert material deadline is Thursday one week prior to the run date. Shipments arriving more than two weeks prior to the insertion date will be refused.**

#### Spoilage

Please supply an additional 1.5% for mechanical inserts for spoilage.

#### Shipping Instructions

Mechanical Inserts – see pages 10 and 11

#### Third party advertising

Rates on this page do not apply to inserts containing third party advertising. For a quote - please send a copy of your magazine to:

Michael Anderson  
 c/o The Globe and Mail  
 351 King Street East, 14th floor  
 Toronto, ON M5A 0N1  
 phone: 416-585-5455  
 email: [mwanderson@globeandmail.com](mailto:mwanderson@globeandmail.com)

#### Mechanical Inserts

The client should supply the recommended press run amount (plus spoilage) to ensure that all copies of the newspaper are inserted. Please note that our press run numbers can fluctuate on a daily basis due to market activity. The airline copies are not inserted in the Toronto market and these amounts are not included in the press run figures. Contact your sales representative for the latest press run figures.

All quotations exclude freight to The Globe and Mail plants. The client and/or agency will arrange for delivery and prepay all delivery expenses (including any customs brokerage fees).

All insert material must arrive at our printing plants during normal receiving hours no later than Thursday one week prior to the insertion date. No deliveries will be accepted on Saturday, Sunday or statutory holidays.

Insert shipments do not require prior appointments for delivery except for the Vancouver Plant. Please call 604-527-9243 to make an appointment. You must provide the client name, insert title and run date. The shipment must be properly labelled and must arrive at our plants in good condition; otherwise the shipment will not be unloaded.

Any insert that is received later than Thursday one week prior to the insertion date or is improperly labelled or is received in a damaged condition will be cancelled and/or rescheduled. Any expenses incurred by The Globe and Mail will be charged to the client.

Any insert material remaining after the print run will be recycled immediately after the completion of insertion unless written arrangements are made at least five business days prior to the insertion date with The Globe and Mail. Pick-up must be completed within two business days of the insertion date.

Any cancelled inserts not removed from the plants by the client within three days of cancellation will be recycled unless prior written arrangements for re-scheduling or removal by the client are made. Late cancellation charges up to 50% of the original order will apply to all inserts cancelled less than seven business days prior to insertion.

The Globe and Mail reserves the right to reschedule the distribution date in the event of production problems or delays, inclement weather or other factors outside of its normal control that would result in a reduced delivery efficiency of The Globe and Mail newspaper. The Globe and Mail will promptly notify the client of any such circumstances and a new distribution date will be established at that time. Pricing will remain firm in the event of such an occurrence.

Industry standards allow for a margin of error up to 3% for the insertion and distribution of inserts.



## MECHANICAL INSERT SPECIFICATIONS **FRIDAYS/SATURDAYS ONLY**

Minimum Size: 4" wide x 7" deep.

Maximum size: 10" wide x 10" deep.

Maximum Weight: Up to 150 grams for a mechanical insert.

Maximum number of pages for all digest size inserts is 32 pages.

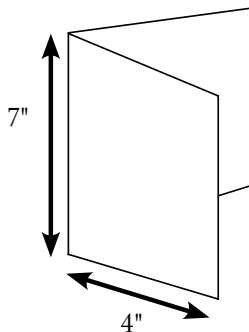
### MINIMUM PAPER WEIGHT

#### Number of Pages

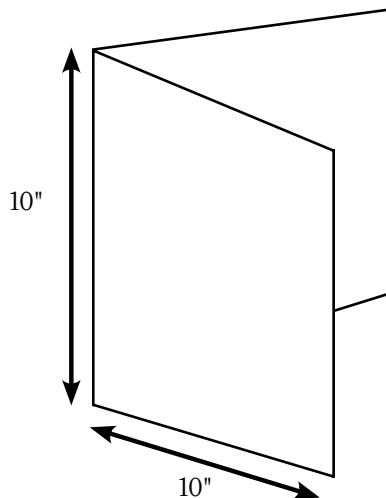
2 pages	7 pt. card stock
4 pages	70 lb stock
6 pages	60 lb stock
8 pages	50 lb stock
12+ pages	45 lb stock

**Note:** No perfect-bound products. All newsprint products must be a minimum of 8 pages on 30 lbs stock or heavier and must be quarter-folded. All trimmed booklets must be quarterfolded, stitched or bound to prevent product separation during insertion. Inserts must have one closed edge to ensure proper insertion by our equipment. We do not accept accordion-style or plastic wrapped inserts for mechanical insertion. All inserts with perforations or die cuts must be tested prior to insertion.

### MINIMUM SIZE



### MAXIMUM SIZE



### Coatings

**Please note:** certain AQ (Aqueous) coatings, such as SOFT TOUCH, that create a wax-like finish when applied while printing inserts intended for mechanical insertion may cause feeding problems on our inserting machines and possible production delays. These coated products tend to stick together and may result in multiple copies being inserted into the newspaper. In addition, some high gloss UV (ultra-violet) coatings may cause the opposite result by creating a slippery product that may slide easily out of the newspaper during insertion or delivery. If any insert or magazine product creates production problems or delays that would result in a reduced delivery efficiency of the Globe and Mail, we reserve the right to remove the product from insertion. The Globe and Mail will promptly notify the client of any such circumstances and a new distribution date will be established at that time. Pricing will remain firm in the event of such an occurrence. If you are unsure about the coating on your insert, please check with your printer and have them send at least five stock samples with the intended coating to The Globe and Mail for review.

### Blow-In Inserts

Supplied inserts cannot contain blow-in inserts.

### Envelopes

Envelopes cannot be less than 5" deep x 7" wide. Envelope contents must be of a uniform size and the envelope must be sealed.

### Scented Inserts

Sales representatives with customers wanting to insert scented products must notify Michael Anderson at 416-585-5455 or email [mwanderson@globeandmail.com](mailto:mwanderson@globeandmail.com).

### Samples/Mock-Ups

All insert reservations must be accompanied by a mock-up or sample for approval within two weeks of booking. Any insert reservation that does not have an approved mock-up or sample provided is subject to cancellation anytime after two weeks from the date of booking. The mock-up does not have to be printed, but must be on the same paper stock, and be trimmed and folded to the final size of the insert. The sample can be either the final printed version of the insert or a copy of a previously inserted product that was approved for mechanical insertion. If your insert is a repeat of the same design and size of a previously approved insert, you must provide the run date of the previous insert in order to confirm your order.

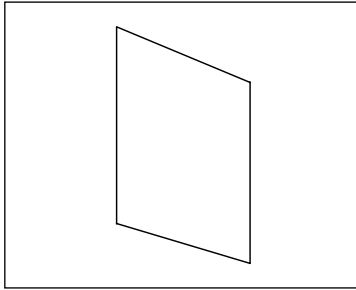
**All insert samples/mock-ups should be sent to:**

**Michael Anderson  
c/o The Globe and Mail,  
351 King Street East, 14th Floor  
Toronto, Ontario M5A 0N1**

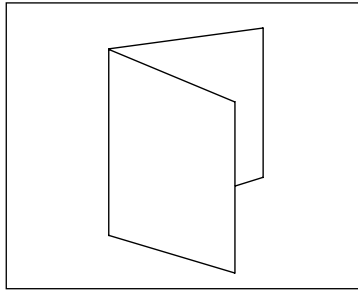
**Please include a contact name, phone number and email address with your sample. Inserts that do not meet our specifications may be hand inserted for home delivery only. An additional handling fee will apply.**



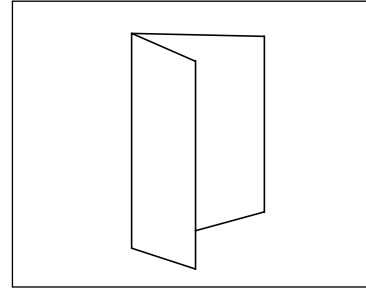
## STANDARD MECHANICAL INSERT DESIGNS



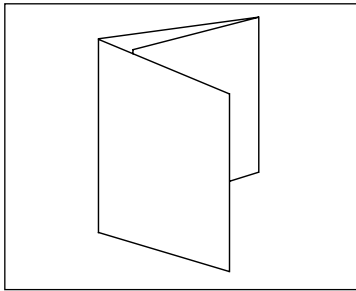
2 PAGE – NO FOLD  
FLAT SINGLE SHEET  
MINIMUM PAPER STOCK: 7 PT CARD  
STOCK



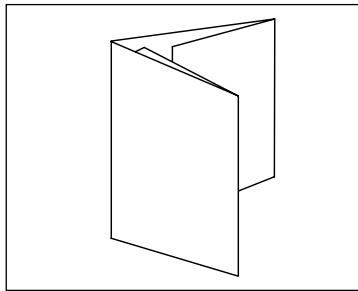
4 PAGE – ONE FOLD  
SIMPLE FOLD  
MINIMUM PAPER STOCK: 70 LBS



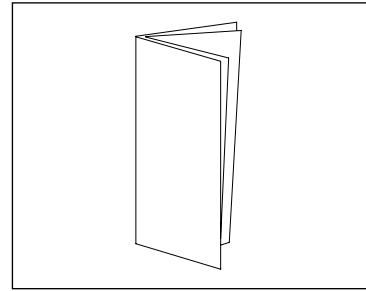
4 PAGE – ONE FOLD  
SHORT FOLD (MINIMUM 4")  
MINIMUM PAPER STOCK: 70 LBS



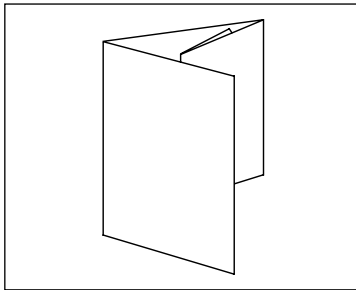
6 PAGE – TWO FOLDS  
BARREL/LETTER FOLD  
MINIMUM PAPER STOCK: 60 LBS



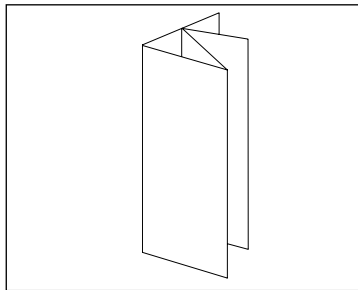
8 PAGE – THREE FOLDS  
GATEFOLD  
MINIMUM PAPER STOCK: 50 LBS



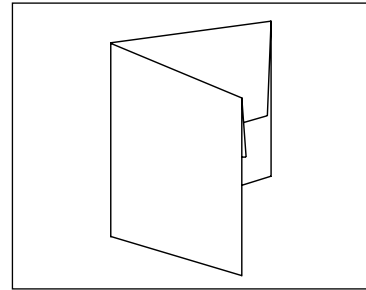
8 PAGE – TWO FOLDS  
SIGNATURE/BOOKLET  
MINIMUM PAPER STOCK: 50 LBS



8 PAGE – THREE FOLDS  
ROLL FOLD  
MINIMUM PAPER STOCK: 50 LBS

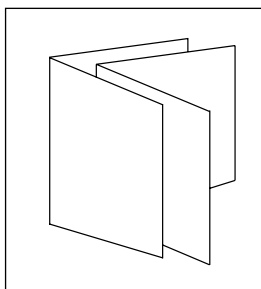


8 PAGE – THREE FOLDS  
PARALLEL FOLD  
MINIMUM PAPER STOCK: 50 LBS

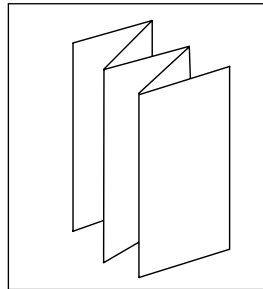


8 PAGE – TWO FOLDS  
FRENCH FOLD  
MINIMUM PAPER STOCK: 50 LBS

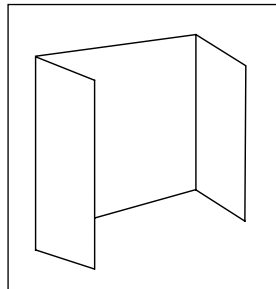
## UNACCEPTABLE MECHANICAL INSERT DESIGNS



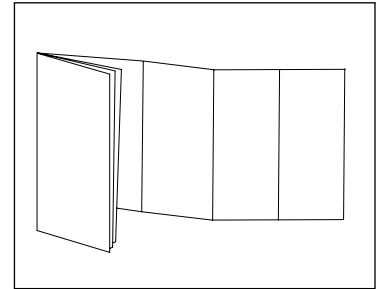
LOOSE BOOKLET



ACCORDION FOLD



OPEN GATEFOLD



MULTIPLE COVER GATEFOLD



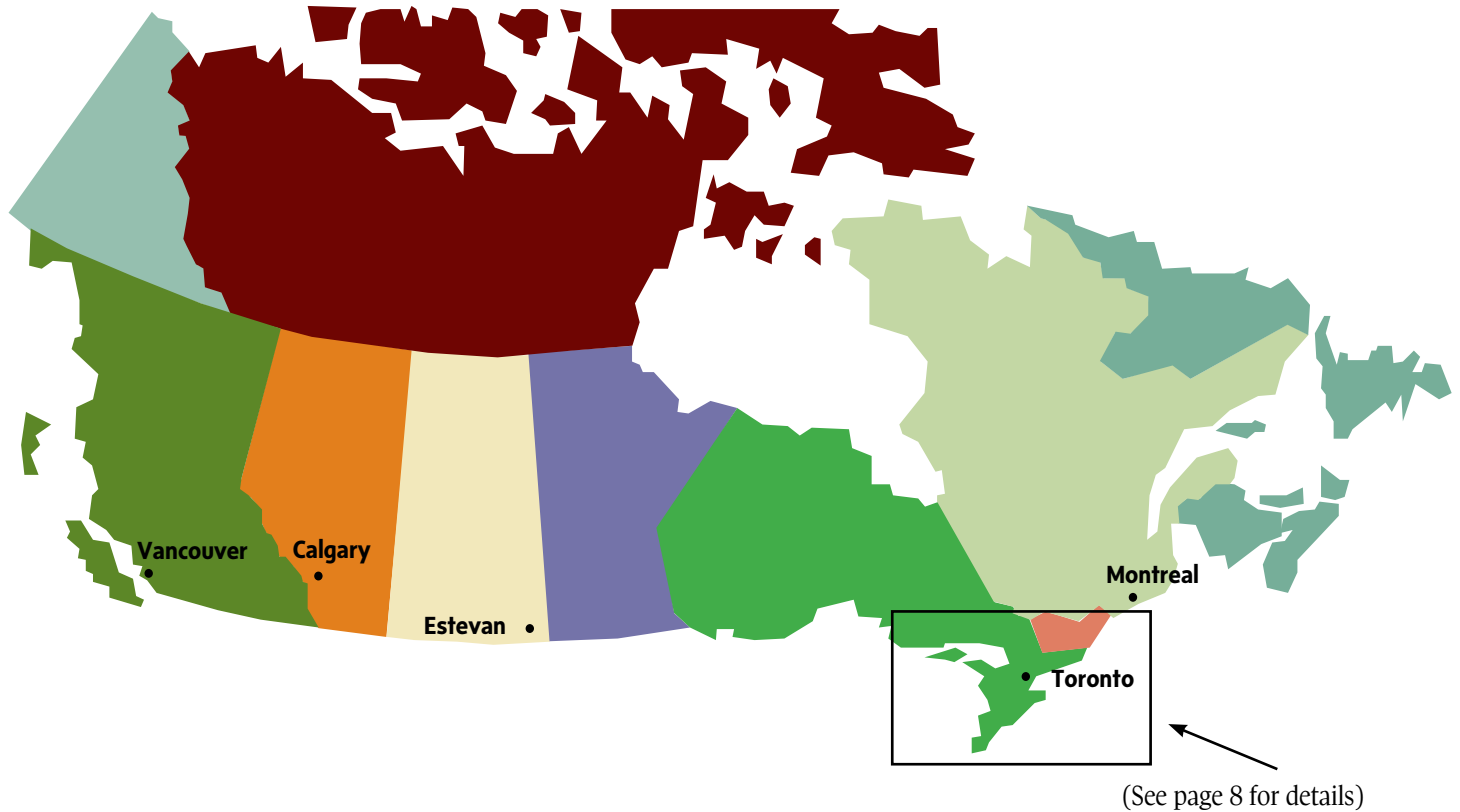
## INSERT DISTRIBUTION NETWORK **FRIDAYS/SATURDAYS ONLY**

PLANT/ZONE	REGION	DELIVERY
<b>TORONTO</b>		
<b>METRO EDITION</b>		
MET*	METRO EDITION	FULL
GTA	GREATER TORONTO AREA	HD
<b>MONTREAL</b>		
<b>OTTAWA/QUEBEC</b>		
OTT	OTTAWA	FULL
QUE	QUEBEC	FULL
<b>ESTEVAN</b>		
<b>PRAIRIE</b>		
MAN	MANITOBA	FULL
SAS	SASKATCHEWAN	FULL
<b>CALGARY</b>		
<b>ALBERTA</b>		
EDM	EDMONTON	FULL
CAL	CALGARY	FULL
<b>VANCOUVER</b>		
<b>BRITISH COLUMBIA</b>		
VAN	VANCOUVER	FULL
INT	BC INTERIOR	FULL
VIC	VICTORIA	FULL
<b>DELIVERY OPTIONS</b>		
FULL	FULL DELIVERY (HOME DELIVERY/SINGLE COPY/CORPORATE)	MECHANICAL ONLY
HD	HOME DELIVERY	MECHANICAL ONLY

\*METRO EDITION INCLUDES GTA



## NATIONAL MAP



## National Edition

### TORONTO PLANT

(See page 8 for details)

**Metro Edition | MET**

**Greater Toronto Area | GTA**

### MONTREAL PLANT

**Ottawa | OTT**

Brockville, Cornwall, Ottawa

**Quebec | QUE**

Hull, Montreal, Quebec City

### ESTEVAN PLANT

**Manitoba | MAN**

Brandon, Winnipeg

**Saskatchewan | SAS**

Regina, Saskatoon

### CALGARY PLANT

**Edmonton | EDM**

Edmonton/Red Deer

**Calgary | CAL**

Calgary, Lethbridge, Medicine Hat

### VANCOUVER PLANT

**Vancouver | VAN**

Abbotsford, Burnaby, Chilliwack, Coquitlam, Maple Ridge, New Westminister, North Vancouver, Richmond, Surrey, Vancouver, West Vancouver

**BC Interior | INT**

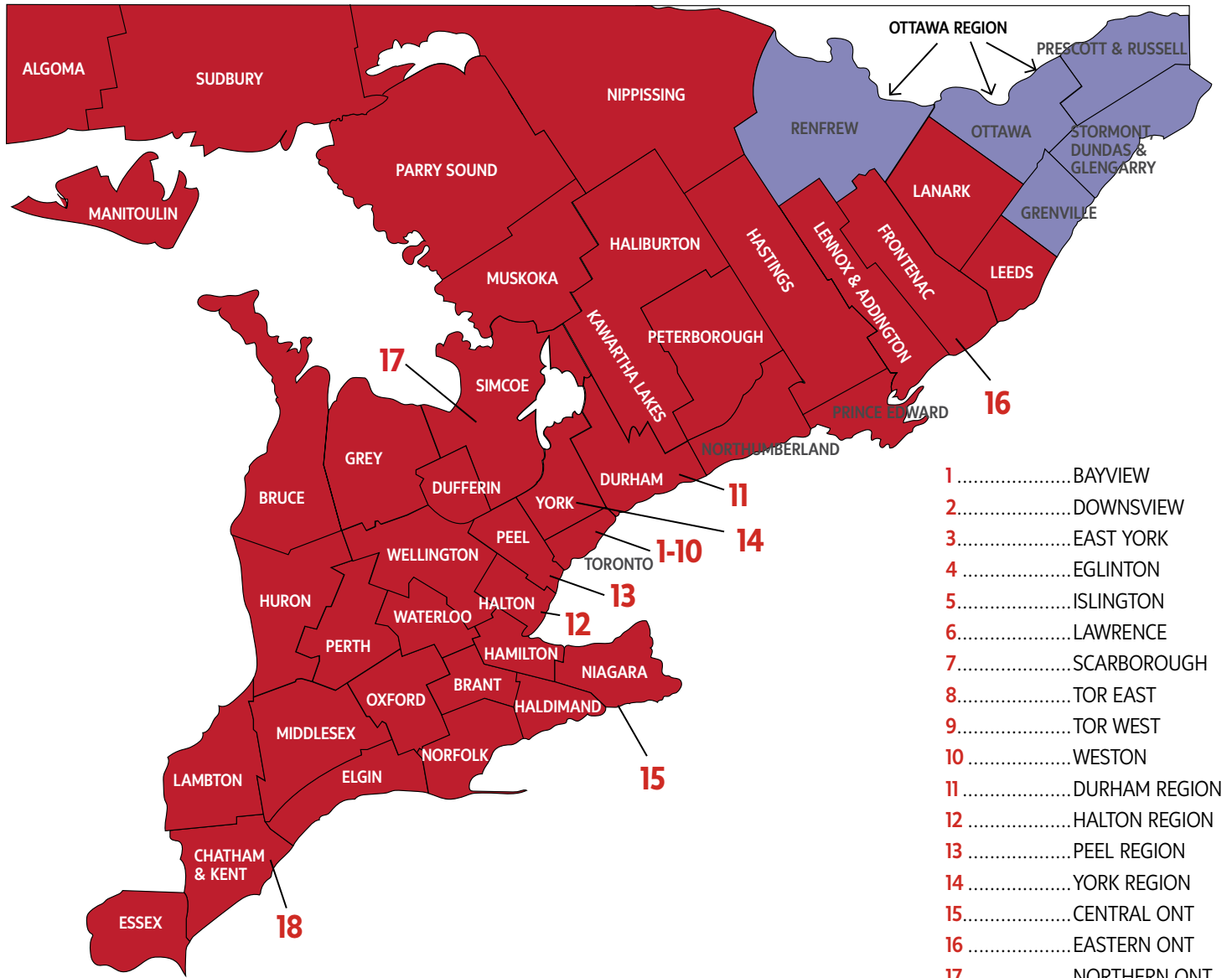
Kamloops, Kelowna, Penticton, Vernon

**Victoria | VIC**

Nanaimo, Victoria



## FULL METRO EDITION MAP

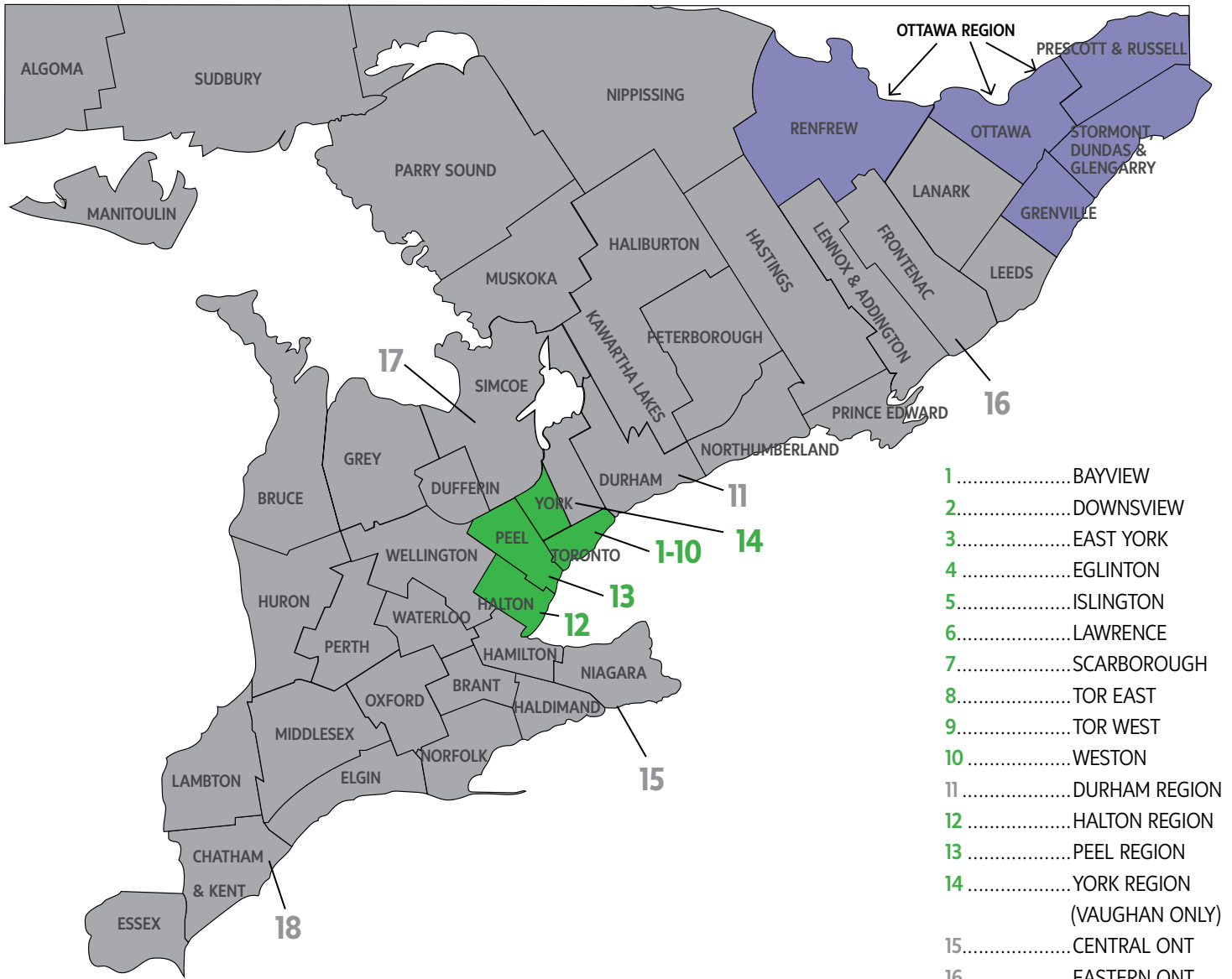


**Note:** Ottawa Region is serviced from the Montreal Plant.





## GTA MAP



**Note:** Ottawa Region is serviced from the Montreal Plant.



## SHIPPING INSTRUCTIONS – MECHANICAL INSERTS

### PLEASE NOTE:

THE INSERT MATERIAL DEADLINE IS THURSDAY ONE WEEK PRIOR TO THE RUN DATE. SHIPMENTS ARRIVING MORE THAN TWO WEEKS PRIOR TO INSERTION WILL BE REFUSED.

The client should supply the recommended press run amount (plus spoilage) to ensure that all copies of the newspaper are inserted. Please note that our press run numbers can fluctuate on a daily basis due to market activity. The airline copies are not inserted in the Toronto market and these amounts are not included in the press run figures. Contact your sales representative for the latest press run figures.

All quotations exclude freight to The Globe and Mail plants. The client and/or agency will arrange for delivery and prepay all delivery expenses (including any customs brokerage fees).

All insert material must arrive at our printing plants during normal receiving hours no later than Thursday one week prior to the insertion date. No deliveries will be accepted on Saturday, Sunday or statutory holidays.

Insert shipments do not require prior appointments for delivery except for the Vancouver Plant. Please call 604-527-9243 to make an appointment. You must provide the client name, insert title and run date. The shipment must be properly labelled and must arrive at our plants in good condition; otherwise the shipment will not be unloaded.

Any insert that is received later than Thursday one week prior to the insertion date or is improperly labelled or is received in a damaged condition will be cancelled and/or rescheduled. Any expenses incurred by The Globe and Mail will be charged to the client.

Any insert material remaining after the print run will be recycled immediately after the completion of insertion unless written arrangements are made at least five business days prior to the insertion date with The Globe and Mail. Pick-up must be completed within two business days of the insertion date.

Any cancelled inserts not removed from the plants by the client within three days of cancellation will be recycled unless prior written arrangements for re-scheduling or removal by the client are made. Late cancellation charges up to 50% of the original order will apply to all inserts cancelled less than five days prior to insertion.

### SPOILAGE

Please supply an additional 1.5% for spoilage.

### MULTIPLE VERSIONS

Maximum of one version per zone. Inserts must be identical in size, number of pages and paper stock. Only content may vary. Product must be separated and clearly labelled prior to delivery to our plants.

### MIXED SPLIT-RUN INSERTS (A-B SPLITS)

Mixed split-run inserts (A-B splits) must arrive pre-mixed and with the correct distribution indicated on the shipment label. Inserts must be identical in size, number of pages and paper stock. Only content may vary.

### SHIPMENT LABELS

All inserts must be labelled with the following information:

- The Globe and Mail
- Client name and Insert title
- Date of insertion
- Total number of inserts shipped
- Number of inserts on each pallet
- Total number of pallets shipped
- Name, address and phone number of printer/shipper
- Name and phone number of client's customs broker (for cross-border shipments)

**Note:** All cross-border shipments should also include a description of goods (printed matter) and the value of the material on the waybill for quicker customs clearance. The client should notify their customs broker prior to shipment.

**Please contact Michael Anderson at 416-585-5455, [mwanderson@globeandmail.com](mailto:mwanderson@globeandmail.com) or Linda Hoefler at 416-585-5856, [lhoefler@globeandmail.com](mailto:lhoefler@globeandmail.com) regarding all production inquiries, cancellations or delivery delays [www.globelink.ca/newspaper/inserts](http://www.globelink.ca/newspaper/inserts).**

## PLANT ADDRESSES AND RECEIVING HOURS

### Toronto Plant

The Globe and Mail  
c/o TC Transcontinental Vaughan  
100B Royal Group Crescent  
North Doors A & B  
Vaughan, Ontario L4H 1X9  
7 AM - 4 PM Monday - Friday

### Estevan Plant

The Globe and Mail  
c/o Estevan Web  
1 Breeze Street, Hwy 39 West  
South East Bay Door  
Estevan, Saskatchewan S4A 2L7  
8 AM - 6 PM Monday - Friday

### Montreal Plant

The Globe and Mail  
c/o TC Transcontinental Transmag  
10807 Rue Mirabeau  
Anjou, Quebec H1J 1T7  
7 AM - 5 PM Monday - Friday

### Calgary Plant

The Globe and Mail  
c/o TC Transcontinental Calgary  
5516 Fifth Street SE  
Calgary, Alberta T2H 1L3  
8 AM - 4:30 PM Monday - Friday

### Vancouver Plant

The Globe and Mail  
c/o TC Transcontinental Vancouver  
725 Hampstead Close  
Annacis Island  
Delta, B.C. V3M 6R6  
7 AM - 5 PM Monday - Friday  
604-527-9243\*  
\*Delivery appointment required



## SHIPPING INSTRUCTIONS – MECHANICAL INSERTS

- All inserts scheduled for mechanical insertion should be supplied bulk on skids and must not be cross-tied. Skids should be loaded (when possible) in equal quantities per skid.
- Two to 36 page inserts printed on glossy or uncoated stock should be stacked in bundles of 4" to 8" in height. Elastic banding and boxes allowed as needed.
- inserts over 36 pages printed on glossy or uncoated stock should be stacked in bundles of 6" to 8" in height. Elastic banding and boxes allowed as needed. No compensation - all spines must be stacked in the same direction.
- Quarterfolded inserts printed on uncoated/newsprint stocks should be stacked in bundles of 4" to 8" high. Single plastic strapping or elastic banding is required on each bundle.
- Unstable inserts over 24 pages Digest sized (or smaller) printed on glossy stock should be supplied stacked in boxes. No plastic strapping allowed on products supplied in boxes. Elastic banding allowed as needed.
- All supplements must be brick stacked with interlocking layers.
- Corner boards should be used to prevent damage to the outside edges of the loaded skid. Life containers are acceptable.
- All inserts must be stacked on pallets in consistent lifts, be well-jogged, and all pallets should be securely banded and plastic stretch-wrapped or shrink-wrapped.
- Stacked inserts should cover pallet and never protrude beyond the edge of the pallet.

- Folded edges should be turned towards the inside of the load whenever possible.
- Product must be stacked on solid base, **48"x40" (industry standard)** non-returnable, four-way entry pallets in good condition. Two-way pallets may be used as needed to accommodate automated compression banding and wrapping equipment.
- A substantial protective cover should be placed on the pallet before stacking and another cover placed before topping.
- Cardboard sheets or binder sheets, not waxed or coated, should be placed between layers.
- Pallet tops must be wood or a sturdy equivalent the same size as the pallet base.
- Banding should be tight without pulling down and bending the top turn or pulling loose the pallet flooring. A minimum of four bands to be on each load.
- Clearance from floor to bottom of pallet base is a minimum of 4 1/2" to maximum of 8".
- Maximum allowable loaded pallet height is 4' measured from floor to pallet top.
- Maximum acceptable weight per loaded pallet is 2,500 pounds.
- Shipment labels and a sample of the insert must be displayed on two adjacent sides of each pallet.
- Pallets must be loaded on the truck so that the pallet tag faces the fork lift operator. Pallets must be loaded on trucks for ease of unloading. Do not "double deck".

### Correctly loaded skids



### Incorrectly loaded skids. Additional costs will apply and damaged copies will not be inserted.





## CONTACT US

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### ADVERTISING INSERTS

#### TORONTO ONTARIO & MANITOBA

TEL: 1-800-387-9012 EMAIL [advertising@globeandmail.com](mailto:advertising@globeandmail.com)

#### EASTERN CANADA OTTAWA REGION, QUÉBEC, & ATLANTIC CANADA

TEL: 1-800-363-7526 EMAIL [advertisingeasternca@globeandmail.com](mailto:advertisingeasternca@globeandmail.com)

#### BRITISH COLUMBIA

TEL: 1-800-663-1311 EMAIL [advertisingwesternca@globeandmail.com](mailto:advertisingwesternca@globeandmail.com)

#### NORTHWEST TERRITORIES & NUNAVUT

TEL: 1-604-685-0308 EMAIL [advertisingwesternca@globeandmail.com](mailto:advertisingwesternca@globeandmail.com)

#### ALBERTA & SASKATCHEWAN

TEL: 1-403-245-4987 or 1-403-774-8024 EMAIL [advertisingwesternca@globeandmail.com](mailto:advertisingwesternca@globeandmail.com)

#### UNITED STATES & WORLDWIDE

TEL: 1-212-946-0219 EMAIL [newyork@thenewbase.com](mailto:newyork@thenewbase.com)

### THIRD PARTY AD MAGAZINES

Michael Anderson TEL: 416-585-5455 EMAIL [mwanderson@globeandmail.com](mailto:mwanderson@globeandmail.com)

Linda Hoefler TEL: 416-585-5856 EMAIL [lhoefler@globeandmail.com](mailto:lhoefler@globeandmail.com)

### GLOBELINK.CA

CONTACT DIRECTORY

[GLOBELINK.CA/DIRECTORY](http://GLOBELINK.CA/DIRECTORY)

INSERT INFORMATION

[GLOBELINK.CA/NEWSPAPER/INSERTS](http://GLOBELINK.CA/NEWSPAPER/INSERTS)

**YOU ALSO NEED TO KNOW:** Any advertising published by The Globe and Mail in the newspaper or any of its other publications may, at our discretion, be published, displayed, retained and archived by us and anyone authorized (including any form of licence) by us, as many times as we and those authorized by us wish, in or on any product, media and archive (including print, electronic and otherwise).

All advertising must meet Globe and Mail terms and conditions, available on [gobelink.ca/termsandconditions](http://gobelink.ca/termsandconditions), on the previous page, or please request a printed copy from your Globe and Mail representative.