

# Preprint Primer

The San Diego  
**Union-Tribune.**



## *A guide for Union-Tribune advertisers and printers supplying preprints*

*Thank you for choosing The San Diego Union-Tribune as a vehicle for your preprint advertising. The following guidelines will help ensure that you receive the best production results, as well as accurate distribution of your preprints.*

*Should you have any questions after reading this brochure, please call your Union-Tribune account manager or Preprint Coordinators Maria Rodriguez at (619) 293-1456, or Monique Beskin at (619) 293-1890. For further information visit [www.utads.com/media\\_kit/pdf/preprint\\_primer.pdf](http://www.utads.com/media_kit/pdf/preprint_primer.pdf).*

### **Specifications:**

#### 1. Sizes

Minimum size: 5"x7" (five-by-seven inches)

Maximum size: 11"x12" (eleven-by-twelve inches)

#### 2. Paper Stock

To ensure proper machine insertion, all individual single sheets should have a thickness of at least .005" (five one-thousandths of an inch) micrometer reading or 70# bond offset, 60# vellum, 100# coated/gloss. Four-page tabs must be on a 30# stock minimum.

3. Metal objects, such as keys, coins, etc., and all product samples will be hand-inserted at an additional charge.

4. Die-cut preprints must be submitted in advance for approval.

5. Loose inserts are not acceptable. Cards, blow-ins (loose inserts), coupons, and envelopes must be attached to the inside pages of preprints.

6. Preprints with fewer than 24 pages (12 tab) without blow-ins, do not require a staple/stitch.

7. Minimum spoilage requirements for preprints meeting specifications are 2% for home delivery and 10% for street rack sales.

Any preprint that does not meet the above-mentioned specifications must be reviewed and approved by the U-T Packaging and Advertising management and staff and may require additional spoilage.

**Note:** *If the preprint does not meet the above specifications, the Union-Tribune cannot guarantee the quality of the insertion.*

### **Packaging requirements:**

1. All preprints must be in equal-count bundles, approximately 4-6 inches high. The approximate size of each bundle should be 50, 100, 200, 500 or 1000.

2. Prepared bundles **MUST NOT** be bound in any way, including:

- Ties (string, wire, plastic)
- Boxes
- Straps (wire or plastic)
- Rubber bands

3. Inserts are to be:

- Brick-stacked on solid base, non-returnable, ("Perfect" pallets will be returned), same-size skids or pallets with four-way entry.
- No more than 5' (five feet) high
- No heavier than 2,000 pounds

**Note:** *Cartons MUST be fully packed or secured within with proper packing material.*

4. Small, single-sheet orders (up to 15,000) may be boxed, the weight of each individual box must not exceed 35-lbs.

5. Preprints with multiple publication dates must be packaged separately. Publication dates and quantities shipped must be listed separately on the bill of lading.

6. Preprint shipments received more than two weeks in advance of run date could be refused if storage space is not available.

**Packaging requirements (cont.):**

**7. Skid Requirements:**

- The skid top must be made of wood or sturdy synthetic and of the same size as the base. The stacked product must not extend beyond the edges of the skid.
- Floor clearance of at least 4-5/8" (four and five-eighths inches);
- Each skid should be of the same size and contain the same number of preprints.
- Each skid **MUST** be marked with a skid flag on **ALL FOUR SIDES**, stating:
  - Printer's name, address and phone number;
  - Newspaper's name;
  - Advertiser's name;
  - Version name or number;
  - Publication date;
  - Total quantity in the shipment;
  - Total number of preprints on each skid;
  - Individual skid number of a total number of skids (e.g., 5 of 25);
  - Gross weight of each skid

**8.** A protective cover must be placed on the pallet before stacking, between layers, and on top of the stack before adding the skid top. This will help minimize dampness and curling of the preprints.

**9.** Plastic/Metal bands should be tight, but not to the extent of pulling down and bending top turn of supplements. Each pallet should be plastic-wrapped and banded with a total of four bands two bands on each side.

**10.** Damaged preprints will be handled on a case-by-case basis. In general, damaged skids will be refused and will need to be re-worked at the expense of the printer/shipper.

**Delivery deadlines:**

**For Sunday in-paper distribution** - 10 days prior to publication date

**For Monday - Saturday in-paper distribution** - 7 days prior to publication date

**For Total Market Coverage (TMC) program** - 7 days prior to publication date

**For Spanish-language Enlace and La Bolsa Azul** - 7 days prior to publication date

**For Today's Local News (TLN)** - 7 days prior to publication date

**Late deliveries: During U-T business hours (8:30 a.m. - 5 p.m.), Advertisers/Printers must contact Maria Rodriguez at (619) 293-1456 or Monique Beskin at (619) 293-1890 to coordinate any deliveries not meeting the above guidelines. After normal hours or weekends, contact Tony Serrato, U-T Packaging Support Services (JIT), x2790 or (619) 921-5514.**

**Holidays:** Please add three (3) days to the deliver times above. All warehouses are closed most national holidays, please call for schedule.

**Delivery instructions:**

Product	Facility	Address	Hours of Operation	Contact Number
<b>Union-Tribune / Enlace / TLN</b>	Union-Tribune Preprint Receiving	5260 Anna Avenue San Diego, CA 92110	<b>Monday - Friday:</b> 6 a.m. - 4 p.m. <b>Saturday &amp; Sunday:</b> closed	<b>(619) 293-1498</b> <i>Contact: Tony Serrato</i>
<b>TMC</b>	California Community Newspapers	5091 4th Street Irwindale, CA 91706	<b>Monday - Friday:</b> 6 a.m. - 3 p.m. <b>Saturday:</b> 7 a.m. - 12 p.m. <b>Sunday:</b> closed	<b>(626) 472-5222</b> (Must call for delivery appointment)
<b>La Bolsa Azul</b>	Ad Mail	1245 Knoxville Street San Diego, CA 92110	<b>Monday - Friday:</b> 7:30 a.m. - 4 p.m.	<b>(619) 956-8480</b> <i>Contact: Rob Creager</i>

**Late preprints charges:**

Acceptance of late preprints or late orders must be pre-approved by the Union-Tribune Advertising management. If preprint does not meet the above delivery guidelines, handling charges may apply.