

**BEACON**  
ENLIGHTENING THE EASTERN BAY SINCE 1939



INSERTS GUIDE

Effective April 1st, 2025



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## COMMUNICATING WITH AN INSERT

Every day consumers are bombarded with promotional material.

Breaking through today's cluttered market is becoming more difficult but also more important than ever to capture your key audience.

The Beacon and Opotiki News inserts get you into the hands of your key audience. By inserting your promotional material into our publications, your chances of reaching your potential market are improved, as an increasing number of letterboxes feature a 'no circulars' or 'no junk mail' sign.

The Beacon accepts inserts into the Wednesday edition with an average circulation of \*4550, attracting 11,000 readers every week.

The Opotiki News, a Thursday publication has a circulation of \*1500, attracting over 3700 readers.

\*Circulation figures are updated quarterly. This circulation figure was current at time of supply but may have differed.

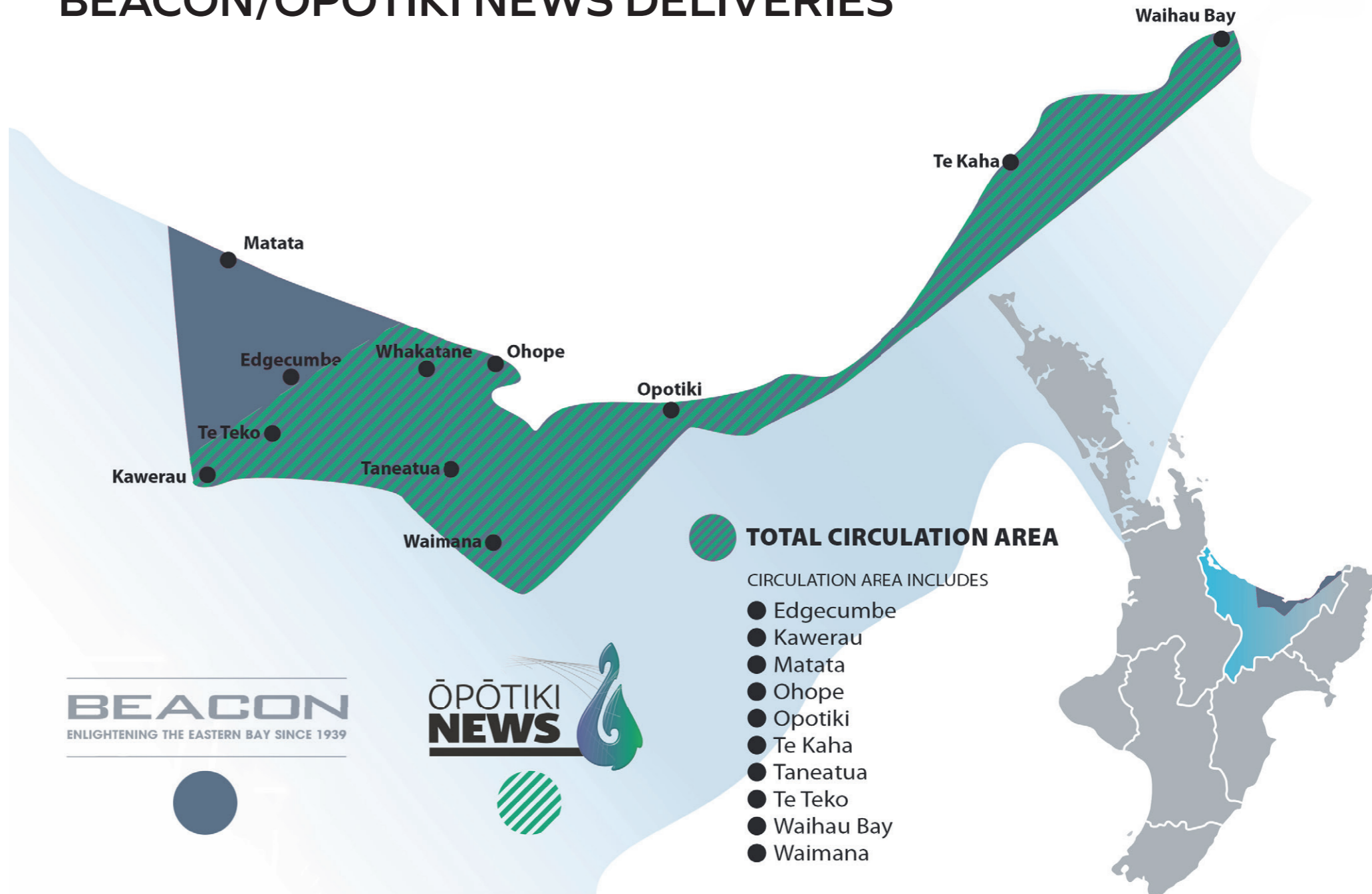
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DELIVERY AREA

# BEACON/OPOTIKI NEWS DELIVERIES



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## THE BEACON

ABC Audited Circulation 4550 copies

## OPOTIKI NEWS

ABC Audited Circulation 1500 copies



## MECHANICAL INSERTING

Part of our sophisticated equipment allows us to insert advertising brochures or booklets into the centre of any of our publications mechanically at approximately 12,000 copies per hour. The inserting material is placed into hoppers which separate each insert and feed it into a single gripper conveyor which will deliver it into the centre of the newspaper.

The reason for such detailed packing and delivery instruction is to ensure we receive the inserts in the best possible condition. Inserts which are damaged, poorly packed or not completely dry will not feed through the hoppers and in extreme cases may be rejected.

Good quality inserts will:

- Ensure each copy of the paper has an insert
- Prevent damage to machinery
- Prevent production delays

### FORMAT AND SIZES

Minimum insert size for Flat Tabloids: 210mm (spine) x 120mm (wide)

Maximum insert size for Flat Tabloids: 400mm (spine) x 285mm (wide)

Note: Width of insert can not exceed 285mm

Minimum insert size for 1/4 Folded Tabloids: 270mm (spine) x 120mm (wide)

Maximum insert size for 1/4 Folded Tabloids: 285mm (spine) x 200mm (wide)

### SINGLE SHEET

Inserts are accepted but a minimum of 120gsm for A4 or 150gsm for A5 is required

### MAXIMUM PAGES

Any inserts over 14 pages must be discussed with our Insert Manager before acceptance will be given, these inserts especially quarterfold size gives problems with stacking and bundle delivery which could cause delays in newspaper deliveries.

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## INSERT DELIVERY ADDRESS



## INSERT DELIVERY ADDRESS

BEACON PRINT LIMITED, 5 POHUTU STREET, WHAKATANE 3120

To prevent strap damage when strapping a whole pallet, a solid piece of wood the size of the base pallet must be laid on top of stacked bundles.

To prevent the bundles moving during transportation and to avoid damaging bundles, pallets should be strapped four ways.

For further protection, either wrap or shrink wrap the pallet in plastic.

### CLEAR IDENTIFICATION

Each pallet must have the printer's identification form on at least two sides.

- Full delivery address
- The (estimated) weight of each pallet
- The full name of the advertiser
- Product to be inserted into
- Date of insertion

In addition all deliveries must be accompanied by a delivery docket showing:

- The name of the insert
- The actual number of pallets on each vehicle and the number of inserts supplied
- Where more than one delivery is used, the last docket is to be marked 'final'

### PALLET DIMENSIONS

- Pallets should be a maximum of 1165mm x 1156mm, in good condition with no broken or damaged timbers
- The max height of the pallet (including runners) is to be 1524mm and the max weight must not exceed 1000kg.
- To allow proper handling using forklifts or handtrucks, runners heights must be no lower than 100mm.

GENERAL CONDITIONS: Though every care will be taken to ensure the insertion is in accordance with scheduled instructions, no liability is accepted for any loss occasioned by omission or misplacement.

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INSERT PRICING



## PRICING

For enquiries contact (07) 308 8129 ext 846

### BEACON - WEDNESDAY

PAGES (MAXIMUM TABLOID SIZE)	PER 1000
0-24	\$115.00
ABOVE 24	BY NEGOTIATION

### OPOTIKI NEWS - THURSDAY

PAGES (MAXIMUM TABLOID SIZE)	PER 1000
0-24	\$115.00

COSTINGS (Commission Bearing to Accredited Agencies). All prices are NZ dollars and excluding GST.

#### DEADLINES

The confirmed booking deadline for inserts is at least 7 days prior to insertion date.

Inserts are required to be on site three days prior to insertion date. Material received after deadline may not be inserted.

#### CANCELLATION FEE

A late cancellation fee of 50% may be charged for bookings cancelled within one week of publishing date. Non appearance without notification can incur full penalty charge.

NOTE - Contentious or misleading content may be rejected by management.