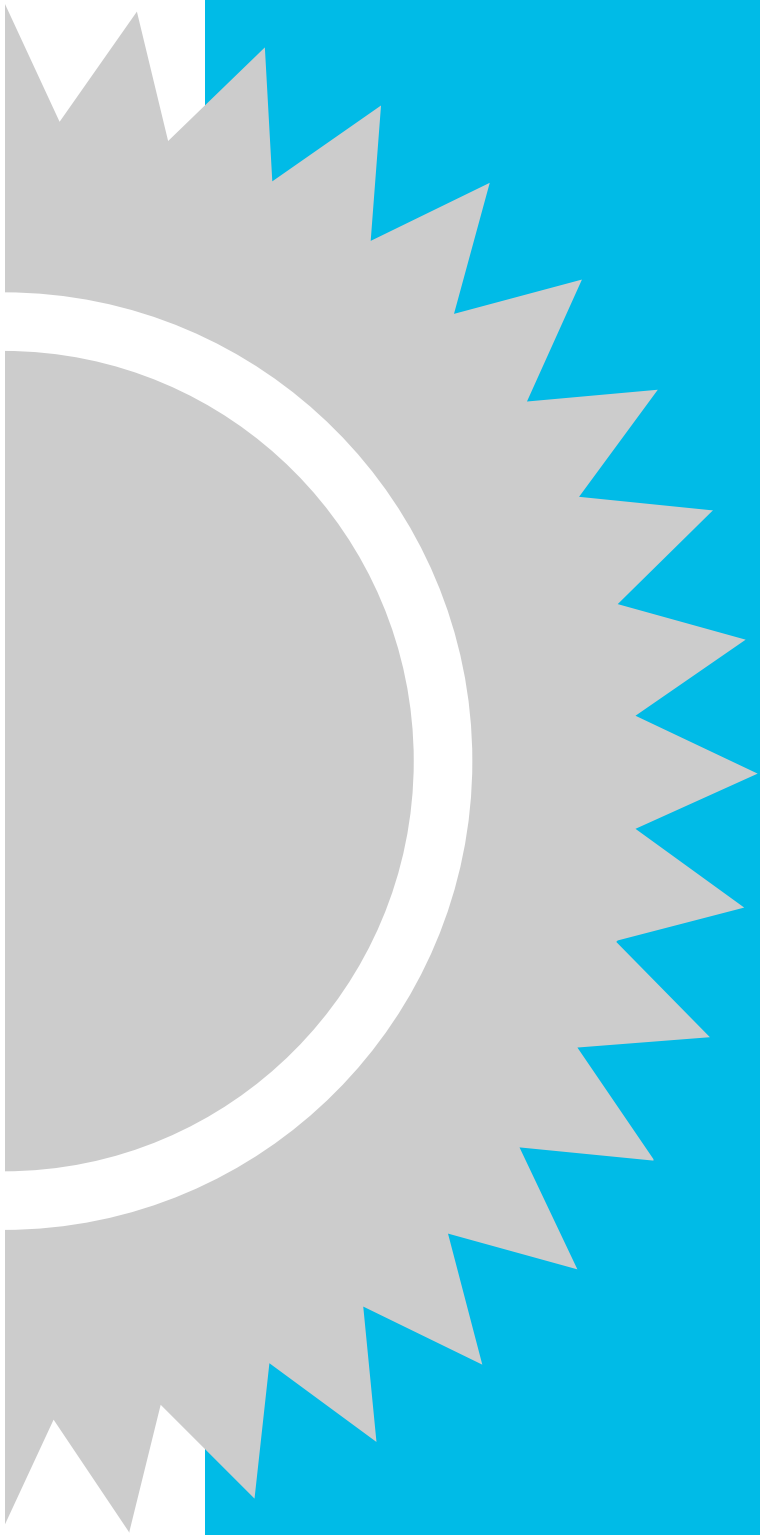


DMA INSERTS GUIDELINES



THE DIRECT MARKETING ASSOCIATION (UK) LTD

ACKNOWLEDGEMENTS

The DMA would like to thank the following who contributed to the development of these guidelines:

Charles Ping
Phil Nunn
Geoff Bullen
David Muchmore
Teri Lekutanoy
Karen Doyle
Diana Rhodes

and members of the DMA Inserts Council Committee
and Working Parties

and the following organisations for their support
of these guidelines:

PPA
ISBA
BPIF

The DMA would like to thank the following companies for their financial assistance in the production of these guidelines:



News Inserting
The Commercial Inserts Division of News International

St Ives plc

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FOREWORD

The inserts market has enjoyed considerable growth over the last 5 years with the estimated market size now at £250m⁽¹⁾ for 1996.

With the continued growth of direct marketing industry now at £6.1 bn⁽¹⁾ for 1996, it is essential direct marketers are armed with all the information and means to ensure they can maximise their campaigns.

This guide is a comprehensive practitioners guide of the insert process, taking into account the knowledge and experience of all involved in the insert process from agency/client, printers, transportation, and publishers.

But this guide is not just for practitioners, it offers essential guidelines for all involved in the insert process.

I commend anyone involved in inserts to read these guidelines as they will assist you in meeting your objectives and maximising the potential of your campaign or your clients.

Colin Lloyd
Chief Executive
Direct Marketing Association (UK) Ltd



⁽¹⁾ Source: DMA Annual Census

DMA INSERT GUIDELINES

CLIENT / AGENCY

This section is equally applicable to clients and agencies. It is recognised that many direct marketing agencies are given the responsibilities often traditionally carried out by clients. This may be for a variety of reasons: client resource constraints; confidence in the agency or a combination of these factors.

There are 7 key steps that the client can follow, which will result in a better thought out, planned and executed campaign. For ease of convenience they are listed in approximate chronological order.

Step 1 - Campaign Objectives

It may be stating the obvious but well thought out and analysed campaign objectives are essential, if your campaign is to be successful. Consider the following as a comprehensive checklist.

- | | |
|--------------------------|--|
| Target Market | <ul style="list-style-type: none">• What is it, how can you describe it, what information do you have readily available. Use both quantifiable and quantitative descriptions. |
| Media Route | <ul style="list-style-type: none">• Is inserts the right approach <u>or</u> are there other routes, be ruthless. |
| Analyse Campaign Results | <ul style="list-style-type: none">• Use results from previous campaigns, analyse them, they are a valuable pot of information. If you are a new entrant to the inserts market, talk to your suppliers; printers, agencies, publishers. Use their experience. |
| Response Level | <ul style="list-style-type: none">• Determine what response level you need. |
| Profit - base | <ul style="list-style-type: none">• Is your campaign, a loss leader, break-even or intended to generate profit. |
| Creative Treatment | <ul style="list-style-type: none">• An often ignored area, your creative treatment is key and will dictate a format. Check paper-stock with your printer, well in advance. |
| Conversion | <ul style="list-style-type: none">• Many inserts are 2 stage, receive response, fulfil response, followed by an order. Therefore you have a 2 stage conversion. Build it into your calculations. |
| CPT (Cost per thousand) | <ul style="list-style-type: none">• Break down your media, print and production into CPT, do they add up, does it make commercial sense. |

Step 2 - Media and Marketing Planning

Using your information from your campaign objectives, you are well armed to consider your media and market planning. The following areas should all be considered and actioned.

- | | |
|----------------------|---|
| Media Planning | <ul style="list-style-type: none">• Build your candidate list, which titles are you going to use, link into the circulation to give an overall distribution. If you are considering new titles be cautious on your volumes.• Work on a guaranteed minimum volume at option stage then increase if publishers print run is higher at booking stage. |
| Forecasts | <ul style="list-style-type: none">• Using your campaign objectives and media plan forecast your response by title and any splits you intend to use. |
| Proposed Tests | <ul style="list-style-type: none">• Inserts give an excellent opportunity to test, through A/B splits (see Publishers section for more details).• Think laterally, you have controls. |
| Estimated Quantities | <ul style="list-style-type: none">• Using your forecasts, and tests, build an overall plan of quantities. |
| Competitors | <ul style="list-style-type: none">• At negotiations/option stage, check possible competitors or publishers policy on carrying competitors (see Publishers section). |

Step 3 - Budgeting

Spend time to build your budget and breakdown all the key elements. Breakdown into media and production.

- | | |
|------------|---|
| Media | <ul style="list-style-type: none">• Cost and CPT for each title and in total. |
| Production | <ul style="list-style-type: none">• Break down into the 4 component parts, cost and CPT<ul style="list-style-type: none">• Creative• Repro• Print Production• Distribution / storage |

Having completed your budgeting, refer back to your campaign objectives in **Step 1**, does it meet them.

Step 4 - Timings

Why is timing, so important - there are many seasonal impacts on inserts which you need to consider.

- | | |
|------------------|---|
| Seasonality | <ul style="list-style-type: none">• Beware Summer - holidays, children off school - if effects your response.• October is a prime time for inserts but beware capacity problems.• Many printers close down at Xmas, you need to build this into your plans. |
| Produce Schedule | <ul style="list-style-type: none">• Produce a schedule with key timings for each part of the process. Do not try to cut corners, be realistic. |

- Check Media Availability/ Option
 - Make sure media you have planned for, is available, option media.
- Paper Availability
 - Ensure the paper you require is available and to what degree. This is especially important with large print runs.
- Confirm Budget
 - Confirm your budget to each part of your supplier chain.

Step 5 - Briefings

The client has a pivotal role in the insert process. The constant throughout. They have to brief creative and printers.

The briefings must be comprehensive for your campaign to work and for your agency and printer to carryout your instructions.

Creative Brief - Include the following:

- Creative Strategy
- Target Market
- USP and Offer
- Size / Weight
- Min / Max
- Pagination
- Leading Edge
- Paper quality
- Budget
- Schedule

Printer Brief - Can be broken into 3 stages (chronologically).

Stage 1 - Initial Brief

- Proposals /Estimates
 - Brief for proposals and estimates, including formats/with full specification and paper weights.
 - Volumes of tests and formats and no. of source keys/codes.
- Paper Availability
 - Discuss what is available and whether it fulfils your campaign objectives.
- Source Keys / Codes
 - Indicate no. of source codes, likely no. of distribution points both UK and overseas (give prior warning of titles such as Take A Break are part of your schedule, which are distributed overseas).
- Campaign Volume
 - Give an estimate of your campaign volume.
- Delivery / Production Deadline
 - Agree initial outline first and last delivery date.
- Repro
 - What repro should the printer expect films/disc/direct engraving.
- Distribution
 - Outline expected volume, source keys, delivery points and first and last delivery dates, packaging details and requirements.

Stage 2 - Mid Brief

Format	<ul style="list-style-type: none">• Firm up on format.
Dummies	<ul style="list-style-type: none">• Provide working dummies to publishers and publisher printer.
Quotes	<ul style="list-style-type: none">• Finalise quotes.
Test	<ul style="list-style-type: none">• Give an overview of the proposed tests.
Order	<ul style="list-style-type: none">• Place a written order for paper.
Press	<ul style="list-style-type: none">• Option press time.
Schedule	<ul style="list-style-type: none">• Agree schedule before placing order.

Stage 3 - Final / Confirmation Brief

Quantities	<ul style="list-style-type: none">• Finalise volumes by key code.
Delivery Addresses	<ul style="list-style-type: none">• Confirm delivery addresses.
Special	<ul style="list-style-type: none">• Provide special delivery instructions.
Tests	<ul style="list-style-type: none">• Give a detailed brief of the tests.

Step 6 - Repro

Repro depends on your printer, check their capability first. (The printer sections covers this in detail, later).

Consider,

Print	<ul style="list-style-type: none">• Type of print web offset, gravure, hot and cold set.
Artwork	<ul style="list-style-type: none">• What will you supply camera ready artwork, disc, ISDN, films.
Format / Pagination	<ul style="list-style-type: none">• Give <u>precise</u> details.
Colours	<ul style="list-style-type: none">• Specify number of colours, 4, 5, 6 there <u>are</u> cost implications.
Transparencies	<ul style="list-style-type: none">• How many will you supply.
Communication	<ul style="list-style-type: none">• Ensure a clear communication between print and repro. This depends on if the printer is subcontracting on the clients behalf.
Proofs	<ul style="list-style-type: none">• Go over your preference vs what your chosen printer feels is appropriate.• Check paper colour stock for proofing.• What type of proofing will be used way/cromalin/iris. (Your creative execution may not translate well on some proofing).

Step 7 - Distribution and Storage

First of all you need to agree with your printer(s) who contracts distribution. Some printers have their own transportation or relationships with distribution and storage companies. Clients can make own distribution arrangement or printers recommendation.

The following should be examined

- | | |
|----------------|--|
| Budget | <ul style="list-style-type: none">• Set a budget, split out distribution and storage. |
| Quantity | <ul style="list-style-type: none">• Give volumes broken down by source key with no. of products and pallets. |
| Delivery Dates | <ul style="list-style-type: none">• Give precise instructions on delivery dates. |

(see Distribution Section for detailed instructions).

MEDIA PLANNING / BUYING

Media planning and buying is made up of 4 key processes.

Information / Pre-Booking Planning

Media agencies need to ascertain a series of information, prior to booking.

- Min and Max Size Specification
- Grammage of paper (GSM)
- Total weights
- Shape - leading edge, no. of folds, no. of pages
- Lead time for delivery
- Rate (gross or net)
- Agency commission rate
- Inserted into what product
- How many inserts can be carried per issue
- Min and max quantities
- Print run (regionally) and what regional splits are available
- Circulation (audited or non-audited)

Booking

At booking, communication is key. To ensure the whole process works smoothly 2 key responsibilities need to be undertaken.

- Media buyer supplies sample of insert at booking.
- Media owner supplier delivery specifications to media buyer - who then forwards to printer I and agency/client.

Accountability

Delivery notes and Certificate of Insertion are key.

Delivery

- The information carried on the delivery note must be comprehensive and easily understood, including date, title, region, quantity and codes. (Please see Appendix I for standard format).

Certificate of Insertion (COI)

- Information as above.
- The precise detail of the (COI can be found in the Printer II and Publishers section).
- See Appendix II for standard format.

Reporting

- With the inserts process, media buyers are key within the communication process, both checking and passing information.
- The area of overs is a key area of concern, an agreed procedure is found in Printer II section.

PRINTER I AND REPRO

Printer I responsibilities are very much technical biased with detailed specification.

Machine Specification

Printer I should make available information on print, capacity, finishing, capability which should include all of the following:

- Cylinder width
- Cylinder circumference (chop or cut off length)
- Plate gaps
- Paper specification (grammage, finishes)
- Type of printing (heatset/coldset etc)
- Colours (no on each side)
- Type of varnishes
- Non-impact printing (no. of heads, print direction)
- Paper engineering (no. of folds, die cuts, smallest folded product)

Printer should make this information available on a standard form (see Appendix III).

Pre-Press

Printer I can give guidance to the client on time, implications on formats, implications in format (a/w/disc/film) supplied. The repro capabilities should be explained to the client, related to the specification of the clients brief. In addition the standard of repro should be explained related to the clients objectives.

Quotations

Standard format enquiry forms are shown in Appendix III. Quotations process should cover the following;

- | | |
|---------------|---|
| Sample | <ul style="list-style-type: none">• Make up samples sent with quote. |
| Client | <ul style="list-style-type: none">• Request a minimum of hand drawing to illustrate the original specification. |
| Specification | <ul style="list-style-type: none">• <u>Full</u> written quotation with specification. |
| Delivery | <ul style="list-style-type: none">• Delivery points, addresses, contract tel nos and numbers of deliveries. |
| Pre-Press | <ul style="list-style-type: none">• Check position with regard to pre-press materials and time scales. |
| Production | <ul style="list-style-type: none">• Estimates Production Lead Times. |
| Payment | <ul style="list-style-type: none">• Give payment terms and conditions. |

Order Acknowledgement

On receipt of an order, Printer I should action the following;

- Acknowledge the order with full specification.
- Final made up sample and CAD (computer aided design) Drawing.
- Confirm delivery with booked slot together with possible calendar of events, to achieve delivery performance.
- Confirm media code position and direction.
- Initial media schedule confirmation.
- Confirm quality check standards.

Delivery

If delivery responsibility has been agreed with client, printer I needs to ensure

- The details of the booking in procedure are checked.
- The following details should be shown on delivery notes (see Appendix I for standard delivery note and examples of pallet marking).
 - No. of pallets.
 - No. of boxes.
 - No. of items / box by source key.
 - Keys / Codes separated.
 - Advice note per publication.
 - Supplying co. names contact.

Labelling

All the above information should be shown on the labels affixed to each box of inserts. See Appendix IV for standard format.

Account Management

To ensure effective coordination, Printer I should use one Account Manager, with briefed back-up for holidays / cover / illness.

TRANSPORTATION

The company responsible for the transportation of inserts from Printer I to Printer II is handling a significant investment on behalf of the client. In view of the consequences of late or wrong delivery there are four steps that the transport operator needs to follow to ensure continuity of client plans.

Planning

The success of the movement depends upon planning. Transport companies should receive a copy of the delivery schedule before printing starts. This will enable the operator to check that the schedule is achievable and agree this with their principal.

Collection of Print

Transport operators should check, before despatching a vehicle to the print site, the following details:

- Date availability
- Time availability
- Vehicle restrictions
- Weight

Storage

Many campaigns require transport operators to store inserts before final delivery. It is imperative that storage is dry, safe and secure. Care should also be taken to ensure that inserts are not damaged at any stage of transport.

Delivery

The transport company should confirm delivery details with the Printer II site. Care should be taken with vehicle restrictions, timings and any pre-booking in procedures that may be in place.

In the event of late running, the transport company should keep both their principal and Printer II aware of estimated delivery times.

Transport companies should obtain a signature and a name from the Printer II on delivery. This should be available upon request along with samples of the inserts delivered.

PRINTER II

The execution of the inserting process is within the control of Printer II.

This printer may be wholly owned by the publisher or a supplier contracted to the publisher. In either case standards at this stage can only be enforced by the publisher. As with all guidelines, bad communication systems are the major failing.

There are four key steps at the Printer II stage.

Sample Approval

Printers should be supplied with samples for approval by their publishers at least two weeks prior to delivery date.

Failure to approve dummies before publication may result in non-insertion, extra costs or late running. Advance warning of difficulties will enable necessary redesign of inserts or amendment of production schedules.

In addition to approving samples whenever possible printers should issue detailed dimensional and specification guidelines that will enable clients / agencies to create better samples.

For example, these should include:

Height, width, spine orientation, unacceptable folds, paper weights, total weight, perforations, gums / glues.

Delivery Requirements

Printers should ensure that publishers are supplied with accurate delivery requirements for inserts. The details should include:

- Due date
- Packaging requirements (Polywrapping, no of turns, boxing)
An example is shown in the appendices.
- Pallet sizes
- Labelling requirements
- Delivery booking - in procedure (when required) An example is shown in the appendices.

Delivery Notes / Paperwork

Accurate, detailed paperwork **must** accompany each delivery.
(Examples are in the appendices)

Information must include:

- Quantity
- Publication
- Issue date
- Client
- Regions

- Codes
- Contact telephone number
- Names of supplying printer
- No of pallets
- Quantity by pallet

Part deliveries need to be covered by individual delivery notes.

Delivery notes should be separate for each insertion or publication.

Delivery notes will be signed and timed legibly by the printer on delivery. Signing of the delivery note only acknowledges that the delivery has happened. It cannot be taken as a guarantee of the delivered quantity.

Insert deliveries not having this level of detail may be refused by the receiving printer.

See Appendix I for standard format delivery note.

Proof of insertion will be given by the issuing of a Certificate of Insertion. This will be sent to the publisher only.

Checking Quantities

Printer II should check the quantity delivered as stated on the delivery note. This can be achieved by weighing sample boxes and relating to total no. delivered.

Certificate of Insertion

Certificates of Insertion should show:

- Title of publication
- Date
- Quantity inserted
- Overs
- Waste
- Total print run
- A date by which overs should be collected.
(If not, they may be destroyed.)
Signed and dated by responsible person

An example is in Appendix II.

Certificates of Insertion should be issued within four working days of the finish of the inserting operation.

Certificates of insertion should include an estimate of the quantity of overs. These should not be destroyed without the publishers consent.

Destruction date will be shown on COI, no action will be taken without confirmation from the publisher on the due date. This is recommended 14 days from COI issue.

PUBLISHERS

Publishers perform a critical role in controlling the insert process. They are the interface for information between Client / Agency and the Publisher / Printer II. They also have control over Printer II. The publisher is the only party that has a contract with Printer II. Publishers must set and monitor the standards of performance for their printers.

There are three key steps in the guidelines for publishers:

Step 1 - Pre-Booking

Before a booking can be made publishers need to ask for certain information and be able to confirm other details.

Information requested by publisher:

- Advertiser and product details.
- Insert specification
Including: Size(s)
Weight
- Sample.

Information provided by publisher:

- Delivery date and specifications.
- Approval / rejection of samples supplied.
- Accurate on sale date.
- Print run estimates.
- Details of regional splits available.
- Clash guarantees when requested by client / agency.

Step 2 - Process

Upon booking publishers should request:

- Advertiser and product details.
- Quantity.
- Regions.
- Dates.
- Coding details.
- A/B splits or coding by regions.

After booking publisher should provide:

- Confirmation of booking details.
- Delivery timings and specifications.
- Issue dates.
- Confirm quantity available.

Publisher should be able to:

- Alert booking principal if insert is not delivered by due date.
- Provide a rough quantity estimate from delivery notes.
- Make a visual judgement (if at all possible) of quality of delivery. Inserts damaged by damp or impact should be alerted to booking principal.
- Delivery notes should detail codes that have been delivered. If details vary from booking information, booking principal should be alerted.

All these checks should be made either on delivery or as soon as possible afterwards. This **may** give time for remedial action.

Step 3 - Post Insertion

Publishers should be able to provide:

- A Certificate of Insertion that details, as a minimum within 4 days, the level of information shown on the certificate in the appendix.
- Notification of overs or shortfall should be made on the COI. Overs should not be destroyed without the consent of the advertiser.
- Printer will notify publisher of overs.

APPENDICES

Appendix I	Delivery Note
Appendix II	Certificate of Insertion
Appendix III	Enquiry/Order Form
Appendix IV	Insert Pallet and Box Label
Appendix V	Information Flowchart

INSERTS DELIVERY NOTE

PRINTER NAME	
PRINTER CONTACT	
TELEPHONE NUMBER	
FAX NUMBER	
ADDRESS	
DELIVERY TO COMPANY	
CLIENT NAME	
CLIENT CONTACT	
TELEPHONE NUMBER	
FAX NUMBER	
ADDRESS	
DATE	
DELIVERY DATE NO.	
TIME OF DELIVERY	
CUSTOMER ORDER NO.	
OUR ORDER NO.	
ACCOUNT NO.	
PUBLICATION	
ISSUE DATE	
PRODUCT	
SOURCE CODE	
QTY OF INSERTS	
NO. OF PALLETS	
NO. OF BOXES	
NO. OF INSERTS / BOX	
WEIGHT	
NAME OF PERSON RECEIVING GOODS & POSITION IN COMPANY	
SIGNATURE	
COMPANY	
DATE	



CERTIFICATE OF INSERTION

PUBLICATION TITLE	
DATE OF INSERTION	
CLIENT NAME	
SOURCE CODE(s)	
QTY BOOKED	
QTY DELIVERED	
PRINT RUN	
QUANTITY INSERTED	
QUANTITY OVERS	

NOTE: All unused inserts will be notified to the publisher immediately. None will be destroyed without prior consent of the publisher. Destruction Date - Date + 14 days.

NAME: _____

SIGNATURE: _____

POSITION: _____

COMPANY: _____

_____ DATE: _____



ENQUIRY / ORDER FORM

ENQUIRY / ORDER FORM		DATE		REQUIRED		DELIVERY DATE EX JOB/QUOTE No.																	
CONTACT																							
CUSTOMER																							
ADDRESS																							
TELEPHONE																							
FAX																							
JOB TITLE				No. OF ITEMS		ITEM No.																	
QUANTITY	1)		2)			3)		4)															
SIZE FLAT	X					SIZE FOLDED					X		PP Non Bled		Common		Full Bled						
COLOURS	1	2	3	4	5	X	1	2	3	4	5	Process		Litho	Litho Varnish		Coverage		%				
	1	2	3	4	5	X	1	2	3	4	5	Specials		Flexo	Coin Reactive		Coverage		%				
PLATE CHANGES	1/0		X	2/0		X	3/0		X	4/0		X	4/1		X	4/4		X	5/5		X	Other	
MATERIALS	Gsm							Grade							Making								
	Gsm							Grade							Stock								
CODING REQUIREMENTS	Inkjet					Domino					By Plate Changes												
FINISHING	2PP	4PP	6PP	8PP	10PP	12PP	PP	Plus	No of Folds	Roll	Concertina	Parallel	Gatefold										
SPECIALIST FINISHING REQUIREMENTS																							
Remoist			Area			X	Running Perf					Pen Glue				Scratch n Sniff							
Impact Glue			Area			X	Pattern Perf					Spot Glue				Fragrance							
Scratch Off			Area			X	Die Cut					Ribbons				No. of Folds							
PRINTER TO SUPPLY	Ozalid							Dummies		Y	N												
	Cromalin							Qty															
	Wet Proof							Backed up		Y	N												
CLIENT TO SUPPLY	Final Film							Tints		L		M		H		No. of							
	CRAW											No. of		A5 Sq up									
	Disc							Txns mins Sq		up			A5 C/outs										
	ISDN							Txns mins Cut		outs			A4s										
DELIVERY	Ex Works		C.I.F.			O.A			Destination					Into Postal System									
INTENDED END USE OF PRODUCT:	Eg: Statement insert					Doorstep etc					Other												
DIAGRAM																							
ADDITIONAL INFORMATION																							
PACKING	Bulk packed on pallets		Boxed		Spec/Boxes		No. in box		Shrink wrapped		Ram Bundle												



INSERT PALLET & BOX LABEL

CLIENT	
CONTACT	
PRODUCT	
SOURCE CODE	
PUBLICATION	
INSERTION DATE	
QTY OF INSERTS	
NO. OF BOXES	
INSERTS / BOX	
NO.OF PALLETS	
WEIGHT	
INSERT WEIGHT	
CLIENT ADDRESS	
CLIENT TELEPHONE NO.	
PRINTER TELEPHONE NO.	



START

DMA INFORMATION FLOWCHART

