

# Preprint Specifications and Information



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# Los Angeles Times

## Preprint Specifications and Information

### Specifications & Delivery Instructions for Preprints

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The minimum quantity is 10,000 for a preprint.

#### 1. Sizes

Minimum size: 3" x 5"

Maximum size: 11" x 12"

#### 2. Paper Stock

Single sheets:

70# card stock (.005) for sizes up to 8.5" x 11"

70# bond for sizes greater than 8.5" x 11" up to 11" x 12.5" 4-page tabloid may be on 30# stock minimum

**Note:** No guarantee of accuracy of insertion can be made if the material does not meet specifications.

3. Metal objects such as keys, coins, etc., attached to any page are not acceptable.
4. Die-cut inserts must be submitted in advance for approval.
5. Political advertising: Political copy must be identified "Political Advertisement" on each page. Consult your Advertising Sales Representative for more information.
6. Sections with or simulating editorial content must be identified "Advertising Supplement" on every page.
7. Spoilage: Preprint quantities under 100,000 pieces require 4% spoilage. Preprint quantities over 100,000 pieces require 2% spoilage.

### Packing Requirements

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1. All inserts must be tied in equal-count bundles approximately 4-6 inches in height, with 50, 100, 200, 500 or 1,000 to a bundle.
2. Preprint supplements may be brick-stacked on solid-base, non-returnable skids or pallets with 4-way entry. If necessary to maintain product integrity, cards and single sheets may be packed in cartons. The cartons must be fully packed or well dunnaged internally. Cartons must be placed on skids. Four-inch minimum floor clearance required for skids. Maximum height: 5 feet. Maximum weight: 2,500 lbs.
3. 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 sections. The skid top must be 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. Each pallet must be securely banded and plastic-wrapped, taking care not to damage the inserts.
4. Each skid should be of the same size and contain the same number of inserts (end-of-run pallet excepted).
5. Each skid must be marked with a skid flag that states printer's name and address, advertiser's name, newspaper's name, version name or number, insertion date, quantity in each skid, individual skid number of total number of skids and total quantity in the shipment. Perpetual inserts with multiple insertion dates must be broken out by individual insertion date and individual quantity.
6. Every publication included in a shipment must be accompanied by its own bill of lading which states printer's name and address, advertiser's name, newspaper's name, version name or number and insertion date.

### Deadlines

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1. **Ordering deadline**, all inserts: 14 days prior to insertion date.
2. **Delivery deadline**, all inserts: 10 days prior to insertion date.

### IMPORTANT NOTE:

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**Effective Pub Date February 1st, 2022**, inserts for distribution should be delivered to:

SCNG Press Enterprise Facility  
3511 Prospect Ave  
Riverside, CA 92501  
Contact: Bill Allgeier  
714-704-5835

Receiving hours: 6:30am - 2:30pm

No delivery appointment required; all deliveries are unloaded on first come first serve basis.

### Customer Supplied AD NOTES must be delivered to:

LAT Olympic Facility  
2000 E 8th street  
Los Angeles CA 90021  
Contact: Omar Moreno  
213-237-5656

Receiving hours: 7:30am-3:00pm

No delivery appointment required; all deliveries will be unloaded on first come first serve basis.