

# Rules for inserts

All inserts must be distinguishable as advertisements and must not copy the overall design or use a similar typeface as SvD. It must also be clearly stated who the responsible advertiser/publisher is. The cover pages of the insert must have a clear advertising label as shown below.

## ANNONS

## Hela denna bilaga en annons från...

## ANNONS

The typeface must be Grotesque, Franklin, Helvetica or similar uppercase.

Insert width	Box height	Text
300-397 mm	8 mm	14 pts
150-299 mm	6 mm	12 pts
10-149 mm	5 mm	10 pts

### APPROVAL

The responsible publisher is accountable for the material attached to the newspaper, including commercial supplements. A complete

sketch/dummy of the insert must be sent to the seller for approval before print

### LIABILITY

No liability will be accepted by SvD for any loss which may arise from the partial or total omission of an insert or from any delay, error or other fault, other than the agreed price for the distribution. SvD reserves the right to move an insert due to technical reasons.

### CANCELLATION POLICY

No later than 6 weeks before distribution date or after agreement.

## DELIVERIES OF INSERTS

- We require the inserts at least five and no more than three working days before the date on which they are to be inserted.
- A charge shall be made for storage if inserts are delivered too early.
- Late delivery could jeopardise your insert.

### Quality of inserts and packing

Inserts must be delivered so that they can be processed without any additional preparatory work.

- Inserts should be delivered with the front side up
- Layers must be straight and even at a height of around 80–100 mm so that they are easy to handle.
- The bundles must be delivered strapped.
- Inserts with the format A5 or less that cannot be made up into bundles may be delivered in cartons, which must be easy to open. These cartons must be packed onto a EUR pallet.
- It is not possible to process inserts that are stuck together owing to moisture, printing ink or a static charge
- There must be a distinct spine to the insert; it is not possible to process Z-folds
- The binding wire stitch must be complete and staples must not protrude.
- Samples of inserts with ore coats must be sent in advance
- Inserts must be stacked evenly on stable pallets and be provided with edge protection.

## FORMAT, WEIGHT AND LABEL

### Format of inserts

- Minimum 110 x 165 mm
- Maximum 280 x 397 mm

### Pallet labelling

- Use standard EUR pallets measuring 120x80 cm
- Max pallet height of 140 cm including pallet
- Bundles must not be placed outside the area of the pallet
- Pallets must be wrapped in plastic film and must be protected from possible transport damage and penetration of moisture.

### Label each pallet with

- Name of the insert
- The newspaper into which the insert is going
- Date of publication
- Recipient
- Originator
- Total number of copies delivered
- Number of copies in each layer
- Number of copies in each bundle
- Number of copies on each pallet
- Total number of pallets

### Contact us:

[salesops@schibsted.com](mailto:salesops@schibsted.com)

# External inserts into SvD

## DELIVERY ADDRESSES

### Stockholm, middle & north Sweden

V-tab Södertälje  
Gränsbovägen 8  
152 42 Södertälje  
Tel: +4610-480 67 21

### South Sweden

V-tab Landvetter AB  
Mediavägen 1  
438 91 Göteborg  
Tel: +4610-480 63 11

Delivery: monday-friday kl. 8.00-16.00

**When booking the complete edition, deliver to both addresses.**

This label must be attached to each short side of the pallets at delivery

## Insert into Svenska Dagbladet

Name of the insert

Sender of the insert

Distribution day

Delivery address:

Telephone:

Address:

Total number of ex

Number of ex per bundles

Numbers of ex pallets

Number of pallets