

insert production planning: magazines

Publication Specs

Title: _____ Trim Size: _____ Issue Date: _____ Binding: Saddle Perfect Jogs to: Head¹ Foot² Co-Mails: Yes³ No FSC stock: Yes⁴ No Due: _____

Insert Title	# Pages	Weight per Piece	Stock Weight ⁵	Insert Type	Insertion Method	Insert Position ⁸	Perf ⁹	Coated	Insert Size ¹⁰	Quantity Supplied ¹¹	Sample Supplied	Postal Implications ¹²	Materials Supplied ¹³	Delivery Date	Contact Info
				<input type="checkbox"/> card/wrap <input type="checkbox"/> full page <input type="checkbox"/> brochure <input type="checkbox"/> envelope <input type="checkbox"/> CD ⁶	<input type="checkbox"/> bind in <input type="checkbox"/> blow in <input type="checkbox"/> tip ⁷ <input type="checkbox"/> outsert <input type="checkbox"/> wrap		<input type="checkbox"/> yes <input type="checkbox"/> no	<input type="checkbox"/> yes <input type="checkbox"/> no	____" W x ____" H <input type="checkbox"/> flat <input type="checkbox"/> folded	count: _____ <input type="checkbox"/> entire run <input type="checkbox"/> mail copies only <input type="checkbox"/> other: _____	<input type="checkbox"/> yes <input type="checkbox"/> no	if insert: <input type="checkbox"/> standard A <input type="checkbox"/> periodical	if outsert: <input type="checkbox"/> ride-along <input type="checkbox"/> standard A <input type="checkbox"/> supplement		provider: phone: publisher: phone:
				<input type="checkbox"/> card/wrap <input type="checkbox"/> full page <input type="checkbox"/> brochure <input type="checkbox"/> envelope <input type="checkbox"/> CD ⁶	<input type="checkbox"/> bind in <input type="checkbox"/> blow in <input type="checkbox"/> tip ⁷ <input type="checkbox"/> outsert <input type="checkbox"/> wrap		<input type="checkbox"/> yes <input type="checkbox"/> no	<input type="checkbox"/> yes <input type="checkbox"/> no	____" W x ____" H <input type="checkbox"/> flat <input type="checkbox"/> folded	count: _____ <input type="checkbox"/> entire run <input type="checkbox"/> mail copies only <input type="checkbox"/> other: _____	<input type="checkbox"/> yes <input type="checkbox"/> no	if insert: <input type="checkbox"/> standard A <input type="checkbox"/> periodical	if outsert: <input type="checkbox"/> ride-along <input type="checkbox"/> standard A <input type="checkbox"/> supplement		provider: phone: publisher: phone:
				<input type="checkbox"/> card/wrap <input type="checkbox"/> full page <input type="checkbox"/> brochure <input type="checkbox"/> envelope <input type="checkbox"/> CD ⁶	<input type="checkbox"/> bind in <input type="checkbox"/> blow in <input type="checkbox"/> tip ⁷ <input type="checkbox"/> outsert <input type="checkbox"/> wrap		<input type="checkbox"/> yes <input type="checkbox"/> no	<input type="checkbox"/> yes <input type="checkbox"/> no	____" W x ____" H <input type="checkbox"/> flat <input type="checkbox"/> folded	count: _____ <input type="checkbox"/> entire run <input type="checkbox"/> mail copies only <input type="checkbox"/> other: _____	<input type="checkbox"/> yes <input type="checkbox"/> no	if insert: <input type="checkbox"/> standard A <input type="checkbox"/> periodical	if outsert: <input type="checkbox"/> ride-along <input type="checkbox"/> standard A <input type="checkbox"/> supplement		provider: phone: publisher: phone:
				<input type="checkbox"/> card/wrap <input type="checkbox"/> full page <input type="checkbox"/> brochure <input type="checkbox"/> envelope <input type="checkbox"/> CD ⁶	<input type="checkbox"/> bind in <input type="checkbox"/> blow in <input type="checkbox"/> tip ⁷ <input type="checkbox"/> outsert <input type="checkbox"/> wrap		<input type="checkbox"/> yes <input type="checkbox"/> no	<input type="checkbox"/> yes <input type="checkbox"/> no	____" W x ____" H <input type="checkbox"/> flat <input type="checkbox"/> folded	count: _____ <input type="checkbox"/> entire run <input type="checkbox"/> mail copies only <input type="checkbox"/> other: _____	<input type="checkbox"/> yes <input type="checkbox"/> no	if insert: <input type="checkbox"/> standard A <input type="checkbox"/> periodical	if outsert: <input type="checkbox"/> ride-along <input type="checkbox"/> standard A <input type="checkbox"/> supplement		provider: phone: publisher: phone:

Additional considerations: _____

¹ .125" head trim required.

² .125" foot trim required.

³ For magazines that will co-mail, spoilage must be increased by 0.5 to 2%, depending on the size of the run. Contact your Account Manager (AM) for help in calculating this figure.

⁴ Bound inserts in magazines that use FSC stock must also be FSC certified. When FSC certification is required, the supplied piece must have the FSC logo and the printer's COC number; the printer must include a packing slip and

bill of lading with the COC number on it as well.

⁵ Minimum and maximum paper weights will vary depending on page count and insertion method. Please contact your AM for more information.

⁶ CD must be enclosed in an approved carrier.

⁷ Machine tip-ons must be glued to the first or last page of a signature, which cannot be the first or last signature of the magazine. If the magazine jogs to the head, the tip-on will be glued to the low folio side of the signature. If the magazine jogs to the foot, the tip-on will be glued

to the high folio side of the signature. Tip-ons may add an additional day to your production schedule. Contact your account manager for more information.

⁸ Precise position cannot be guaranteed for blow-ins.

⁹ Saddle-stitched inserts should not be supplied with a perf on the spine.

¹⁰ Please consult the Specifications Manual for minimum and maximum sizes; check with your AM regarding lip specifications for saddle-stitched magazines.

¹¹ Allow 5% over your maximum printed quantity for bind-ins + 2% for each additional process. (Remember that for magazines that will co-mail, spoilage must be increased by 0.5 to 2% depending on the size of the run. Contact your AM for help in calculating this figure.)

¹² Check with your AM to help determine the rules and rates for ride-alongs, supplements and standard A enclosures.

¹³ Magazine title and issue date should be clearly marked on each carton or skid, and packing slips should be included with all supplied materials. Please do not alternate lifts.