

INSERT SPECIFICATIONS - BIND-IN CARDS

GENERAL INFORMATION:

- ▲ Any bind-in card must accompany a full page or spread advertisement in the magazine.
- ▲ Availability/placement options are limited per issue.
- ▲ Bind-in cards may be submitted to Leisure Publishing for printing.
- ▲ Clients may also print cards and furnish them for insertion into the magazine.
- ▲ ALL bind-in cards must adhere to USPS Regulations and the sizing specifications outlined on this sheet.

GENERAL SPECIFICATIONS:

- ▲ Two card formats are accepted: vertical format and horizontal format.
- ▲ The vertical format is preferred because of the longer gripper edge for bindery.

Sizes (refer to diagrams provided):

Vertical format: 4¹/₂" (4.5") wide x 6¹/₈" (6.125") high

Horizontal format: 6¹/₂" (6.5") wide x 4¹/₈" (4.125) high

Final size of response card after foot trim and tear-out is 4" x 6"

We recommend that you keep text a minimum of 1/4" (0.25) from final trim

- ▲ ALL cards jog to the foot and receive a 1/8" foot trim during finishing (refer to diagram)
- ▲ ALL cards must have a vertical perforation 1/2" (0.50") from left edge. This 1/2" perforated lip allows for grind-off at gutter, bindery and easy removal of the card from the magazine.
- ▲ All cards are printed 4/1 on 75# hi-bulk

POSTAL REGULATIONS:

We recommend that all bind-in cards be submitted to your local postmaster prior to printing to assure the piece conforms to USPS postal prep. specifications. Have questions about Business Reply Mail Preparation?

- ▲ Contact a Mail Analyst at your local post office
- ▲ Request Quick Service Guide 507a or visit the USPS website for additional information on Reply Mail: pe.usps.gov/cpim/ftp/manuals/qsg300/q507a.pdf
- ▲ Request a Business Reply Mail preparation manual and template from your post office

Note: Leisure Publishing will assume no responsibility for improperly prepared mail pieces. Pieces which do not meet size/paper stock requirements will be refused by the printer if pieces are not machinable for insertion into the publication.

ARTWORK SUBMISSIONS:

- ▲ For cards which will be printed by Leisure Publishing: supply a PDF file of the final card design - front & BRM to: Patty Jackson, Production Director, Leisure Publishing via email: pjackson@leisurepublishing.com

▲ Any card design which does not meet postal specifications may be returned to the client/agency for revision prior to print.

▲ Questions - Contact Patty Jackson at 540-989-6138, Ext. 3026

DIGITAL SPECIFICATIONS:

- ▲ Acceptable file formats - MAC compatible only
- ▲ Color: CMYK
- ▲ Photographs: scan full size at 300 dpi; save as EPS or TIF; line art: scan full size at 1200 dpi; save as EPS or TIF
- ▲ We are not responsible for color reproduction on files supplied as RGB or with PMS color builds.
- ▲ Submit as a PDF file - professionally prepared with Acrobat Distiller to the exact size specifications. PDF prep specifications may be downloaded from: www.leisurepublishing.com/pdf_specs.pdf
- ▲ Note: PDF files created with Distiller 3.0 is the earliest version which we accept and support.

FURNISHED PREPRINTED CARDS:

- ▲ Must adhere to size requirements and be printed on 75# hi-bulk stock. Any card not supplied at size/paper stock specified will incur additional charges and may be refused.
- ▲ Must arrive at printer one week prior to bindery date. Please contact Patty Jackson at 540-989-6138, Ext. 3026 to obtain due date for supplied cards.

SHIPPING INFORMATION:

Furnished cards will ship to:

Cadmus Publisher Services Group
Attn: Bruce Tharpe, CSR
2901 Byrdhill Rd.
Richmond, VA 23228

Cartons and skids must be labeled with the following information:

1. Magazine Name
2. Issue
3. Quantity of inserts per carton, skid, total quantity
4. Shipment to be accompanied with a manifest itemizing all product contained in shipment. If cards for multiple issues are submitted, we recommend placing them on separate skids.
5. Inserts should be provided on standard four-way entry pallets, plastic wrapped.

RATES:

Effective 9/15/2007

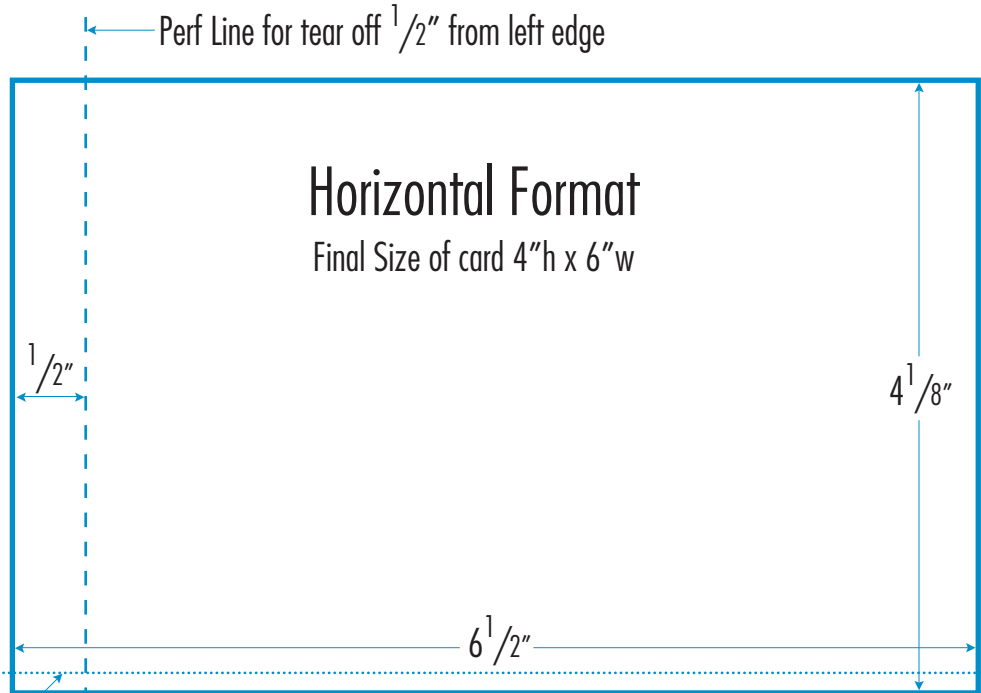
Insertion of a furnished insert (per issue) \$1,798

Cost to print cards per single issue* \$3,750

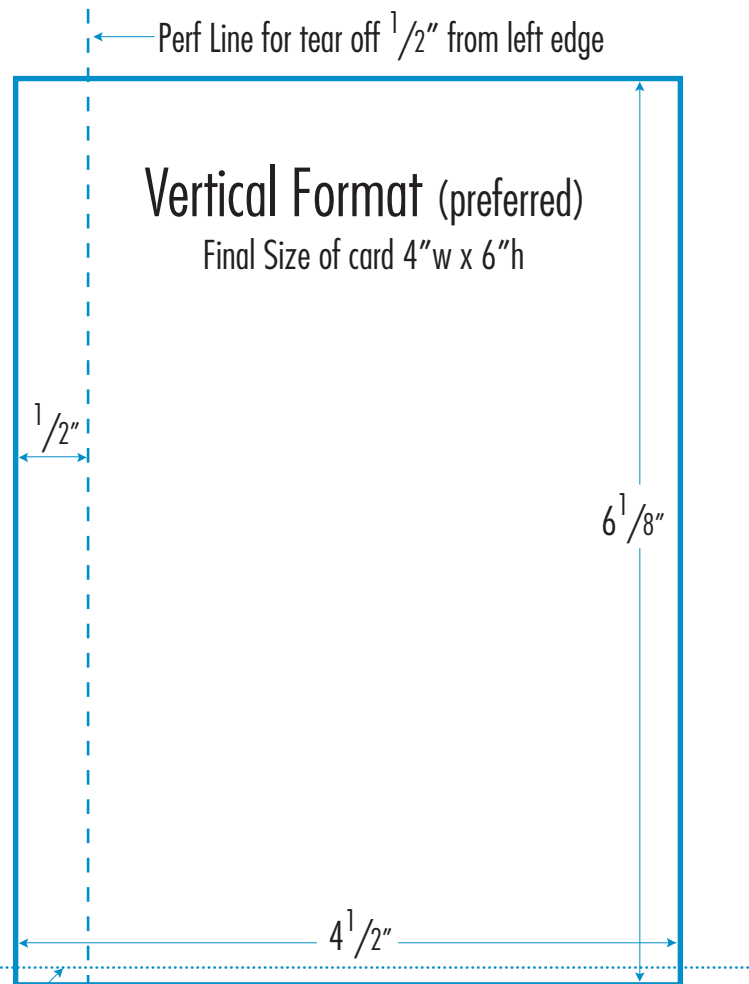
*Print cards for 3 or more issues at once - cost \$3,399 per card/per issue

*Printed 4/1 with bleeds on 75# hi-bulk paper stock

Card will bind into a publication with a trim size of $8\frac{1}{4}$ " (8.25") x $10\frac{3}{4}$ " (10.75").



Card jogs to foot & receives $\frac{1}{8}$ " foot trim



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