

Marketing Mail (Standard) Distributive Multi-mail Guidelines and Specifications

Minimum Quantity per Version	10,000 copies per version if national distribution
	5,000 copies per version if regional distribution
Maximum Quantity per Title	750,000 copies total - without approval
	Over 750,000 through P3 analytics
Minimum Thickness	60lb coated cover or 50lb self-cover MINIMUM
	.0375" (see common examples below)
	Some common offset configurations that qualify: – 24pp on 50lb + 4 pg cover on 60lb coated – 32pp on 38lb + 4 pg cover on 60lb coated
	Some common rotogravure configurations that qualify: – 36pp on 34lb + 4 pg cover on 60lb coated – 40pp on 32lb + 4 pg cover on 60lb coated
Maximum Thickness — driven by Max Weight	.9999lb (must be under 1lb to qualify)
	*Weight limit will always be reached before hitting a thickness limit
Qualifying Trim Sizes/Dimensions	Spine to Face range: 7.25" to 9"
	Head to Foot range: 9" to 11"
Other Key Qualifications and Considerations	USPS EPS Debit is required
	Mail anywhere Permit is required
	All messaging must be carried on the mail files
	Inkjet address areas must comply with Quad templates
	Interplant freight based on manufacturing plant
	Cover tip-ons are allowed — approval prior to participation
	<ul style="list-style-type: none"> Must be applied on press or offline (This is an additional manufacturing process; therefore, extra spoilage is required.)
	<ul style="list-style-type: none"> BRC stock is required if Tip is the address carrier
	Client's existing schedules with Quad will be revised as needed to correspond to the following:
	<ul style="list-style-type: none"> Print order due 7 days before press Components due prior to final press start or 3 days prior to Non-Production Ready due date Data Management Instructions (DMI) are due on the mail file due date
	All scheduled milestones are in Central Standard Time and are critical to the success of each mailing. Client may forfeit the opportunity to participate if any deadlines are missed.

Contact Quad today:
866-824-2869 / info@quad.com

