

Periodical Household Fusion™ Multi-Piece Guidelines and Specifications

Maximum Version Count	10 versions for national
Maximum weight	20 ounces
Minimum Thickness	0.0375"
Qualifying Trim Sizes/Dimensions	Spine to Face range: 7.5" to 9" Head to Foot range: 10" to 11"
Placement of Printed Materials Within Polywrap	Publications will be placed first, face down Onserts will be placed on top of publications, facing up Carrier card will be placed last, facing up, with list of household members for which each piece in the polybag is intended
Participation Requirements	<p>Must be in good credit standing, at Quad's sole discretion to participate</p> <p>USPS approved Periodical for profit status</p> <p>Publication must be produced at Quad</p> <p>Onserts must be the same size as host piece, or smaller, including Standard A ride-a-long</p> <p>Inkjet areas must comply with Quad's templates</p> <p>USPS EPS Debit account</p> <p>Use of Quad's Postage Payment System</p> <p>Client's existing schedules with Quad will be revised as needed to correspond to the following*:</p> <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), with verified ad %, are due on the mail file due date <p><i>*Schedules may be adjusted from the above timeline to account for holidays.</i></p> <p>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.</p> <p>Client must provide instruction to exclude a version or issue from participating via the Version Exclusion document provided</p> <p>ACS information communicated to Quad will be forwarded to Client</p>
Other Key Qualifications and Considerations	<p>Main Run or Multi-Wrap Supplemental (back-issue) copies qualify</p> <p>Supplement-to material and Standard (Marketing) Mail Ride-a-long pieces all qualify as onserts; approval is required prior to participation</p> <p>Promotional onserts can qualify (product samples such as lotion packets); approval required prior to participation</p>