

Periodical Multi-Wrap Guidelines and Specifications

Minimum Quantity per Version	1,000
Maximum Quantity per Title	750,000 <i>*Quantities over 750,000 through optimization analysis</i>
Maximum Version Count	10 versions for national distribution Unlimited if regional versions
Minimum Basis Weight	60lb coated cover
Minimum Thickness	.0375"
Maximum weight	20 ounces
Qualifying Trim Sizes/Dimensions	Spine to Face range: 7.5" to 9" Head to Foot range: 10" to 11"
Other Key Qualifications and Considerations	Onserts must be the same size or smaller as host piece, including Standard A Ride-Along
	Supplement-to material, Marketing Mail enclosures and Ride-Along pieces all qualify as onserts; approval is required prior to participation.
	Promotional onserts (products samples) can qualify; approval is required prior to participation.
	USPS Enterprise Payment System (EPS) Debit required
	Mail Anywhere permit is required
	Main Run or Supplemental (back-issue) copies qualify
	Periodical Pending status qualifies for program
	Inkjet areas must comply with Quad templates
	Data Management Instructions (DMI), with verified ad %, 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:
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