

Marketing Mail

Multi-Mail and Flex Guidelines and Specifications

Minimum Quantity per Version	4,000 copies
Maximum Quantity per Title	750,000* <i>*Quantities over 750,000 through optimization analysis</i>
Minimum Basis Weight	60lb coated cover or 50lb for self-cover
Thickness Range	Minimum: 0.0375" Maximum: 0.5"
Maximum Weight	16 ounces
Qualifying Trim Sizes/Dimensions	Spine to Face range: 7" to 9" Head to Foot range: 9" to 11"
Other Key Qualifications and Considerations	<p>Cover tip-ons are allowed — approval prior to participation</p> <ul style="list-style-type: none">• Must be applied on press or offline (This is an additional manufacturing process; therefore, extra spoilage is required.)• BRC stock is required if Tip is the address carrier <p>Belly bands require prior approval before participating</p> <p>USPS Enterprise Payment System (EPS) Debit required</p> <p>Mail Anywhere permit is required</p> <p>All messaging must be carried on the mail files</p> <p>Inkjet areas must comply with Quad templates;</p> <ul style="list-style-type: none">• UV coating is permitted on Cover 1 or Cover 4 (never both)• No UV coating, of any kind, is allowed in the address block• Flood Gloss UV is allowed when applying a paper label <p>Data Management Instructions (DMI) are due on the mail file due date</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>

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



Periodical Multi-Mail and Flex Guidelines and Specifications

Minimum Quantity per Version	4,000 copies for Multi-Mail
	750 copies for Flex
Maximum Quantity per Title	1,000,000 copies*
	*Quantities over 1,000,000 through optimization analysis
Maximum Version Count	10 versions for national distribution
	Unlimited if regional versions
Minimum Basis Weight	60lb coated cover and 50lb self-cover
Thickness Range	Minimum: 0.0375"
	Maximum: 0.5"
Maximum weight	20 ounces
Qualifying Trim Sizes/Dimensions	Spine to Face range: 7" to 9"
	Head to Foot range: 9" to 11"
Other Key Qualifications and Considerations	Periodical Titles with Ride-A-Longs bound in need to be approved by Quad prior to participation
	Belly Bands require prior approval before participating
	Supplemental (back-issue) mailed separately from main mailing will mail in the Flex program
	USPS Enterprise Payment System (EPS) Debit required
	Mail Anywhere permit is required
	All messaging must be carried on the mail files
	Inkjet areas must comply with Quad templates;
	<ul style="list-style-type: none"> • UV coating is permitted on Cover 1 or Cover 4 (never both) • No UV coating, of any kind, is allowed in the address block • Flood Gloss UV is allowed when applying a paper label
	Data Management Instructions (DMI), with 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.

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