

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/Maximum Weight	Minimum basis weight 60lb coated cover / Maximum weight 20 ounces
Minimum Thickness	.0375"
Qualifying Host Trim Sizes/Dimensions	Spine to Face range: 7.5" to 9" Head to Foot range: 10" to 11"
Qualifying Onsert Trim Size/Dimensions	Minimum 4" Width x 4.5" Height / Maximum 9" Width x 11" Height Onsert must be the same size or smaller as host piece, incl. Standard A Ride-Along Onsert options allowed:
Onsert Qualifications and Considerations	2 Pages min. 60# text (if w/ BRC or renewal card Minimum 7pt High Bulk)
	4 Pages min. 50# text
	6 Pages min. 40# text
	8 Pages min. 34.5# text
	12 Pages min. 34.5# text
	Supplement-to material; <ul style="list-style-type: none"> Marketing Mail enclosures and Ride-Along pieces all qualify as onserts Approval is required prior to participation Max quantity of onserts of any kind is 8 without prior approval Promotional onsert (i.e. products sample) can qualify; approval is required prior to participation. Additional premiums may apply Onsert orientation to host book is not guaranteed. Host piece is first down.
Other Key Qualifications and Considerations	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; <ul style="list-style-type: none"> UV coating is permitted on Cover 1 or Cover 4 (never both) Data Management Instructions, 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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