Marketing Mail
Household Fusion™ Guidelines and Specifications

Minimum Quantity	4,000 copies per version
Maximum Version Count	5 versions for national distribution
Minimum Basis Weight	60lb coated cover or 50lb self-cover
Thickness Requirement	.0375“ – 0.2500”
Maximum weight	20 ounces
Qualifying Trim Sizes/Dimensions	Spine to Face range: 7" to 9"
	Head to Foot range: 9" to 11"
Placement of Printed Materials Within Polywrap	Marketing Mail Flats will be placed first, face down
	Quad carrier card will be placed last, facing up, with a list of household member(s) for which each piece in the polybag is intended
Participation Requirements	Must be in good credit standing, at Quad’s sole discretion to participate
	Inkjet areas must comply with Quad’s templates
	Use of Quad’s Postage Payment System (QPPS)
	Client must provide instruction to exclude a version or issue from participating via the Version Exclusion document provided
	NCOA$^{Link®}$ service is required. If a vendor outside of Quad provides this service, then the NCOA Job Summary report dated within 90 days of mail date must be included with the DMI.
Other Key Qualifications and Considerations	All participants must qualify for Catalog Insights during the promotional period(s). No other base promotions can be utilized in the program.
	Non-profit mailers are subject to commercial USPS rates in program. Needs approval prior to participation from Postal Solutions Optimization Team.
	Or Current Resident (OCR) may appear in the address block based on participation needs.
	Address Change Service (ACS) cannot be utilized on issues participating in Household Fusion
	Flats that include personalized offers or sensitive data such as, but not limited to, preapproved credit offers, private financial, or protected health information are not eligible.
	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

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