Marketing Mail
Multi-Mail and Flex Guidelines and Specifications

Minimum Quantity per Version	4,000 copies
Maximum Quantity per Title	1,200,000 copies*
	**Quantities over 1,200,000 require an optimization analysis*
Minimum Basis Weight	60 lb coated cover or 50 lb 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	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: • No UV coating, of any kind, is permitted in the ink-jet address block • Flood UV is permitted when applying a paper label • Flex Pool - Flood UV is permitted without a knockout when ink-jetting • Grit UV is not permitted
	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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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	1,200,000 copies*
	**Quantities over 1,200,000 require an optimization analysis*
Maximum Version Count	10 versions for national distribution
	Unlimited if regional versions
Minimum Basis Weight	60 lb coated cover or 50 lb 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 a Ride-A-Long bound in need to be approved by Quad prior to participation
	Supplement (back-issue) that have the same mail date as the main issue will be optimized through 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: • No UV coating, of any kind, is permitted in the ink-jet address block • Flood UV is permitted when applying a paper label • Flex Pool - Flood UV is permitted without a knockout when ink-jetting • Grit UV is not permitted
	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.

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