Periodical
Household Fusion™ Guidelines and Specifications

Maximum Version Count	10 versions for national distribution
Minimum Basis Weight	60lb coated cover or 50lb self-cover
Thickness Requirement	.0375”
Maximum weight	20 ounces
Qualifying Trim Sizes/Dimensions	Spine to Face range: 7.5" to 9"
	Head to Foot range: 10" to 11"
Placement of Printed Materials Within Polywrap	Publications will be placed first, face down
	Onserts will be placed on top of publications, face up
	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
	USPS approved Periodical for profit status
	Publication must be produced at Quad
	Onserts must be the same size or smaller as host piece, including Standard A Ride-Along
	Inkjet areas must comply with Quad’s templates
	USPS Enterprise Payment System (EPS) Debit required
	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
	ACS information communicated to Quad will be forwarded to Client
Other Key Qualifications and Considerations	Main Run or Supplemental (back-issue) copies qualify
	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.
	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:
866-824-2869 / info@quad.com

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