INSERTS

Insert Specifications

<table>
<thead>
<tr>
<th>Binding Method</th>
<th>Perfect Bound</th>
</tr>
</thead>
<tbody>
<tr>
<td>Book Trim Size</td>
<td>8” x 10 1/2”</td>
</tr>
</tbody>
</table>
| Insert Size      | Minimum: 4 1/4” width x 5” length  
                  | Maximum: 8 1/4” width x 10 3/4” length |
| Live Matter      | Keep live matter 1/4” from all trims |
| Jog Directions   | Head |
| Head Trim        | 1/8” |
| Perforations     | Must not exceed 60 paper / 40 air  
                  | Must be at least 1/2” from bind edge |
| Paper Weight     | Minimum: 70# Text Weight  
                  | Maximum: 80# Text Weight* |

*Note: Advertiser may petition for weight exception (up to 105# max.) by sending a stock sample in advance to MSP Communications.

OTHER REQUIREMENTS

- Blueline proof showing trims, bleeds and perfs must be sent to publisher prior to printing.
- MSP Communications must verify print quantity prior to printing.
- Unusual gimmicks, gatefolds, envelopes, die-cuts, etc. must have prior approval before acceptance and may incur additional slowdown charges or other penalties.
- Advertiser/agency bears the responsibility of ensuring that all U.S. Postal Service specs are met, including paper weight, paper thickness, FIM and bar code placement.
- Quantity of supplied inserts should be 3% over the needed quantity.

MULTI-PART SHIPMENTS

For any multi-part shipment, the BOL must clearly state how many separate shipments will make up the total shipment. Example: “Shipment 1 of 3”, “Shipment 2 of 3”, etc.

QUAD/GRAPHICS JOB NUMBER

All product shipments must be accompanied by Quad/Graphics’ six-character “JOB NUMBER” on the BOL. If the Quad/Graphics’ job number is not available, the BOL must include the title and issue of the product being delivered.

PRINTED INSERTS SHIP TO:
Quad/Graphics  
Attn: Receiving/Job #  
1900 W. Summer St  
Hartford, WI 53027

RECEIVING HOURS:
7:00 a.m. - 4:00 p.m.  
Monday - Friday  
All drivers call ahead 24 hours  
Phone: 414.566.2898  
No shipments accepted on holidays

INSERT MOCK-UPS AND PROOFS SHIP TO:
MSP Communications  
Attn: Delta Sky Production Manager  
220 South 6th Street, Suite 500  
Minneapolis, MN 55402-4507

PACKING REQUIREMENTS

- All materials must be accompanied by a detailed packing list and Bill of Lading.
- Each skid and/or carton should be clearly marked, on all four sides, with:
  - Counts per lift/carton
  - Total counts per skid
  - Total number of pieces (forms) for roll stock and/or fanfold
  - Description of piece (Key Code, unique identifier)
  - Title and Issue, or Quad/Graphics job number
- All skids must be secured, wrapped, and banded with plastic banding, not metal.
- The total height of the skid can be no more than 45”; the dimensions must be no more than 48” long by 40” wide, and not less than 46” long by 36” wide.