

INSERT/BINDERY SPECS

1 All insert shipments should be sent pre-paid to:

Attn: Jean Van Rossum
 CO/issue/quantity
 Brown Printing Company
 East Greenville Division
 668 Gravel Pike
 East Greenville, PA 18041-2199
 phone: 215.541.2507
 Receiving docks: Shipments are accepted 24 hours a day, 7 days a week.

2 All skids should be flagged on 4 sides, with layer sheets, stretch wrap, and 5 bands. Pack all materials on non-returnable skids or pallets. Loads can be accepted up to a maximum of 40" width, 48" length, and 50" height.

3 Each skid or pallet should be identified as follows:

- Name of publication:
Continental magazine.
- Issue in which insert is to be used: January, February, March, etc.
- Load count: Gross, Tare, and Net load.
- Affix a sample of contents to each side for identification.
- If you are providing inserts for multiple splits, please make sure that each split is on an individual skid and each split is clearly labeled.
- All inserts should be brick stacked and face the same way, securely banded, or shrink wrapped to prevent shifting or damage.

4 Quantity required to be shipped:

335,000 (includes spoilage). Advertising for no more than one issue should be shipped at any time; storage charges may apply. All overs will be trashed immediately after binding. Quantity subject to change. Please check with your sales representative before printing.

5 Paper

2 page insert: Minimum paper stock is 70# text wt; maximum is 150# text wt or 10PT.
4-8 pages insert: Minimum paper stock is 40# text wt; maximum is 100# text wt.
16-48 pages or more: Minimum paper stock is 35# text wt; maximum is 80# text wt.

6 Insert Size:

Minimum card size is 5" x 4½".
 • Contact your printer or the USPS for postal regulations on BRCs.
 Maximum (ideal) size is 8¾" x 10¾" for full bleed inserts.
 • Gatefolds: please call for specifications.
 Skive (gutter) must be ¼".
 Perfs must be ½" from gutter.
 Materials cut off: ¼" (face, head, and foot).

7 Book jogs to head

8 Insert samples must be shipped for approval prior to printing. All inserts must be approved by the Publisher for content.

Send samples to:
 Production Manager
Continental magazine
 The Pohly Company
 99 Bedford Street, Floor 5
 Boston, MA 02111
 phone: 617.451.1700

Issue	Due @ Brown Printing
January	12.04.08
February	12.29.08
March	2.03.09
April	3.03.09
May	4.02.09
June	5.01.09
July	6.02.09
August	7.01.09
September	8.03.09
October	9.01.09
November	10.01.09
December	11.03.09



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