

# Tip-on Inserts Specifications

## Cards, Single-Page or Multi-Page Inserts

### Publications

Meetings Focus West  
Meetings Focus South  
Meetings Focus East  
Meetings Focus MidAmerica

### Publication Specifications

**Trim size:** 8 1/8" x 10 7/8"

**Live area:** 7 1/8" x 10"

### Minimum Dimensions

3 1/2" x 5"

### Maximum Dimensions

The maximum size (7.625" x 10.375") can NOT exceed the magazine trim size. The face trim is 1/8". Inserts cannot be more than 24 pages. Anything larger needs to be pre-approved prior to booking the deal. Larger inserts may be polybagged as an outsert for an additional cost. Small inserts may be more pages but must be approved before booking the deal.

### Production Contact

production@meetingsfocus.com  
**p.** 319.364.6167 **f.** 319.364.4278

### Shipping Address

**Quad Graphics**  
Attn: Linda Janssen  
660 Mayhew Lake Road N.E.  
St. Cloud, MN 56304  
**p.** 320.654.2430

### Position

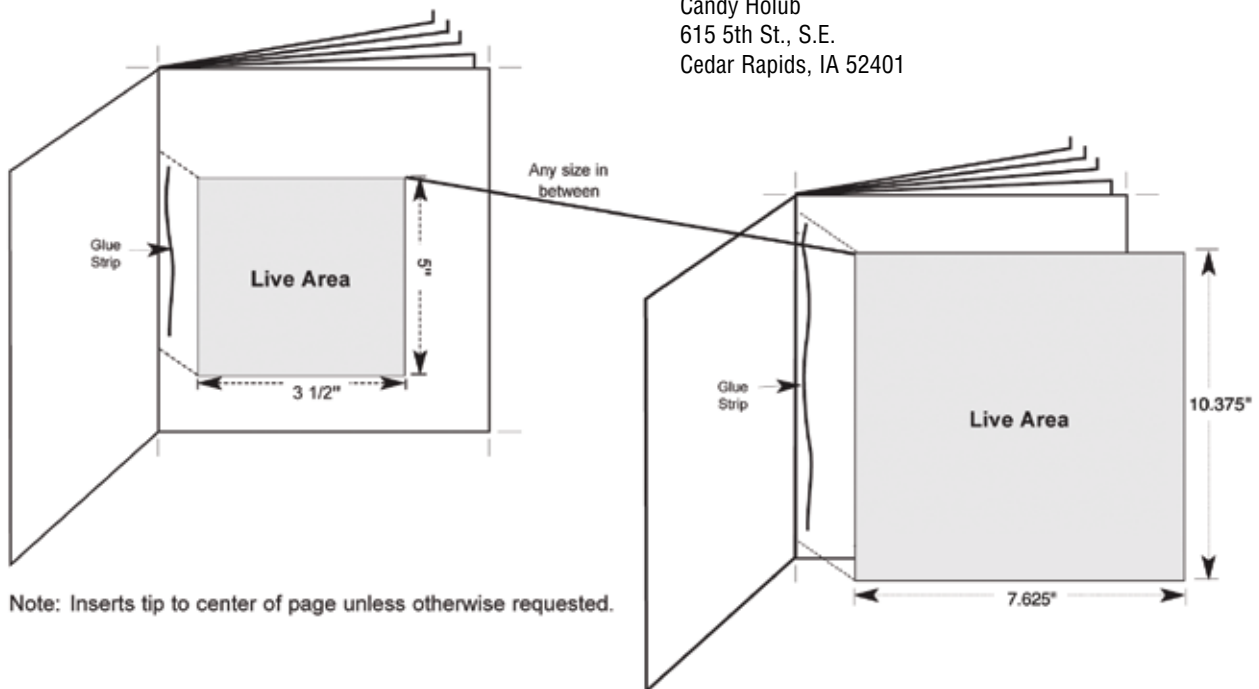
Inserts are tipped to the front of a magazine signature within 1" of the backbone of the host piece. In order to conform to our standard specifications, tips should be placed at least 1/4" from the backbone.

### Samples

Samples of the insert need to be sent to the Production Contact at Meetings Focus two weeks before final inserts are sent to the Printer to approve stock and weight. If the insert is not ready by then, client can send actual paper sample cut to size and email PDF of artwork. Please do not fax samples.

Send samples to:

**Meetings Focus**  
Candy Holub  
615 5th St., S.E.  
Cedar Rapids, IA 52401



**Meetings Focus**  
east midamerica south west live

615 5th St. S.E.  
Cedar Rapids, IA 52401  
**p.** 319.364.6167 **f.** 319.364.4278  
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