

Saddle Stitched Inserts Specifications

Cards, Single-Page or Multi-Page Inserts

Publications

Meetings West
Meetings South
Meetings East
Meetings MidAmerica

Publication Specifications

Trim Size: 10 13/16" x 12"; 11 1/16" x 12 1/4" with bleed
Live Area: 10" x 11"
4 columns per page; saddle stitched

Minimum Dimensions

5 1/2" x 4 5/16" plus a 3.5" binding flap

Maximum Dimensions

The maximum size can NOT exceed 9 1/2" x 11". Both head and foot trims are 3/16" and the face trim is 1/8". An additional 1/4" is required for the flap for larger inserts. Multi-page inserts can be stitched in if they are pre-tipped to a hanger. The tip side of the hanger should be at least 2" and the flap side should be at least 4". Tip the insert 3/16" down from the top of the hanger so the insert doesn't get head trimmed (only the hanger will get trimmed).

Position

Flap will run on the low folio side of the signature and the insert will run on the high folio side of the signature. If sending a saddle stitched insert, please notify the Production Manager and your Sales Rep when booking the deal so that it can be mapped correctly (non-saddle stitched inserts run low folio).

Production Contact

production@meetingsmedia.com
p. 319.364.6167 f. 319.364.4278

Shipping Address

World Color
Attn: Linda Janssen
660 Mayhew Lake Road N.E.
St. Cloud, MN 56304
p. 320.654.2430

Position

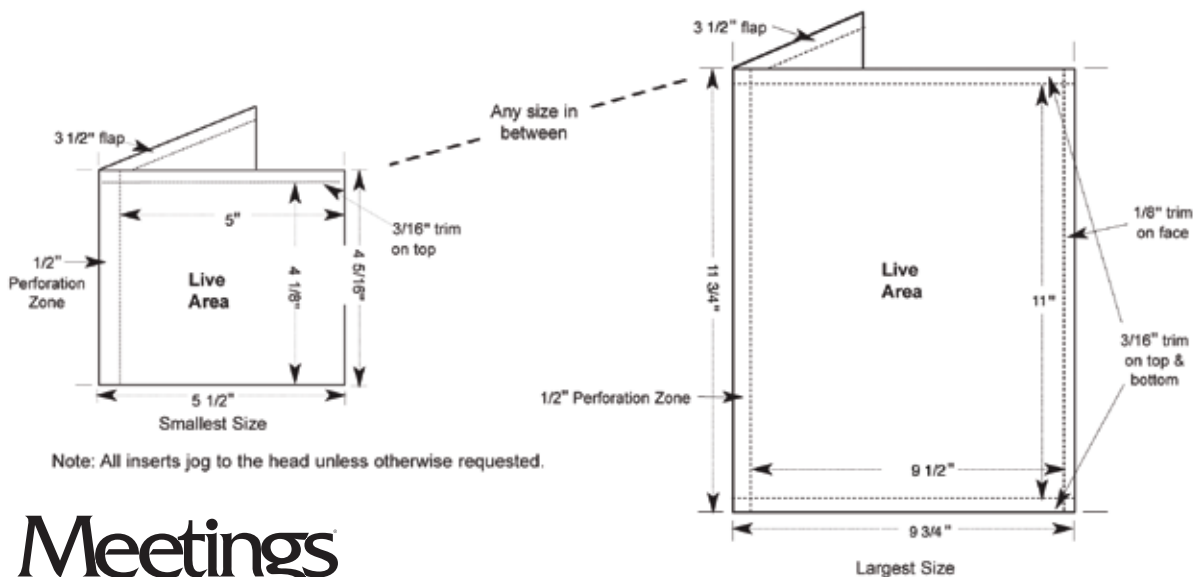
Inserts are tipped to the front of a magazine signature within 1" of the backbone of the host piece. In order to conform to our standard specifications, tips should be placed at least 1/4" from the backbone.

Samples

Samples of the insert need to be sent to the Production Contact at Meetings Media 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 Media
Candy Holub
615 5th St., S.E.
Cedar Rapids, IA 52401



Meetings

east midamerica south west focus

615 5th St. S.E.
Cedar Rapids, IA 52401
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