

Tip-on 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

3 1/2" x 5"

Maximum Dimensions

The maximum size can NOT exceed the magazine trim size (10 13/16"). The maximum height should not exceed 11". The face trim is 1/8". Inserts cannot be more than 24 pages if they are 8 1/2" x 11". 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@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.

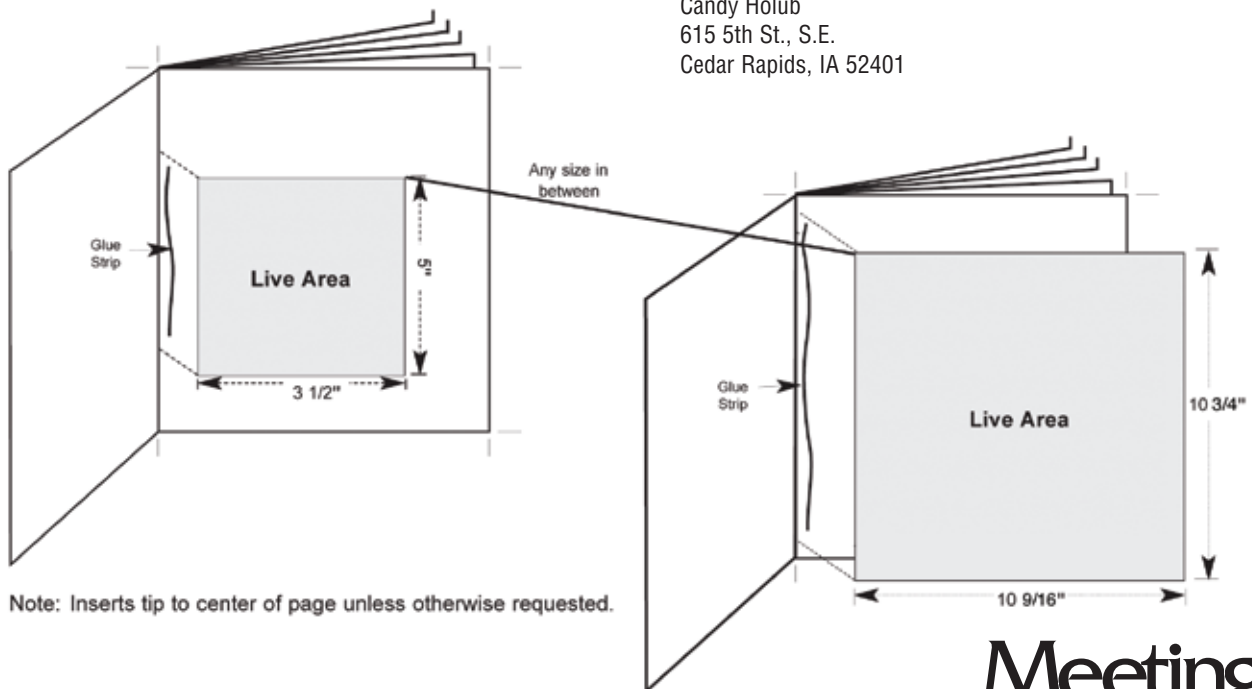
Samples

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

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