



PETERSEN PUBLISHING COMPANY

# INSERT SPECIFICATION SHEET

FOR SADDLE STITCH MAGAZINE

2/8/88

**DESCRIPTION:** R.J. REYNOLDS/"CAMEL" - Supplied 4-Page Die-Cut "Pop-Up" Insert - 8-5/8" wide [low folio] by 11-1/4" deep with an 8-1/4" wide [high folio] Magnacraft bindery hanger. Insert is to run in the 50 United States plus Washington, D.C., newsstand and subscription copies.

**NOTE:** THERE MAY BE EXTRA CHARGES IF INSERTS DO NOT MEET THESE SPECS.

**MAGAZINE:** CAR CRAFT; HOT ROD  
**ISSUE:** CAR CRAFT: 5/88 HOT ROD: 6/88  
**DELIVERED SIZE:** SEE ABOVE SCHEDULE  
**STOCK:** #80 throughout

**QUANTITY:** CAR CRAFT - 647,700 (new/current)  
HOT ROD - 1,171,800 (new/current)

A 5% margin in distribution must be allowed for all inserts.

**DUE AT PRINTER:** CAR CRAFT - 2/29/88  
HOT ROD - 4/8/88

**KEY:** Please advise if applicable.

**PARTICIPATION:** ☒ REGIONAL ☐ FULL-RUN

**BINDERY LAP:** LOW \*SEE LISTING ABOVE

These specifications are for an insert to be bound ☒ BETWEEN SIGNATURES ☐ AT THE CENTER SECTION of an 8 1/2" x 10 1/2" Saddle-Stitch magazine.

If these specifications refer to an unspecified issue, they will not be considered final. Please check with the Production Dept., before proceeding with production of this insert.

## PACKAGING INSTRUCTIONS:

**Send to:** Crossroads Press, Inc., Hwy 45 South, Effingham, Illinois 62401, ATTN: Roger Woltman, Customer Service.

**Samples:** Samples must agree with this specification sheet. Send SIX samples of the printed insert to the Production Dept., ATTN: ~~XXXXXX~~ Ed Frye

**Finishing:** The insert is to be delivered folded and ready for binding. See sketch below. Large portion of insert binds in the low-folio or front of book.

**Binding:** Insert jogs to the foot taking a 3/16" trim ☒ foot ☐ side ☐ head. Live matter should be kept 1/4" away from final trimmed edge.

**Perforation:** Cards intended for removal by reader should be prepared with perforation 1/2-inch from bindery edge; perforation should be 50% paper and 50% perforation.

**Porosity:** 25 Sec. @ 100 cc air (Gurley Tester)

**DELIVERED SIZE:** 8-5/8" wide [low folio] by 11-1/4" deep with an 8-1/4" wide [high folio] Magnacraft bindery hanger.

**TRIMMED SIZE:** 8-1/8" wide [low folio] by 10-7/8" deep with an 8-1/8" wide [high folio] Magnacraft bindery hanger.

**Packing:** Inserts must be uniformly packaged and brick-piled, with binding laps all one direction. Lifts should be four to six inches high with one reversal per lift, and each lift securely paper-banded to prevent inserts from separating. For maximum protection in shipping, inserts should be packed in medium-sized cartons (40-50 lbs.) before being loaded on skids. Skid size should measure 40" x 48", with platform four to six inches above the floor. If cartons are used, skid load may measure 50 inches maximum from floor to top of load. Skids should be shipped with a protective wrapping of corrugated board liners, and steel-banded with a minimum of six bands, three in each direction.

Load identification papers must accompany all skids/cartons. (1.) *Bill of Lading* must show name of magazine, issue month, number of pallets and insert quantity. Also indicate whether shipment is partial or complete. (2.) *Packing List* should be attached to one of the pallets and must include name of magazine, issue month, key number, number of pallets, insert quantity per pallet and total quantity shipped.

Each skid must be marked with the following identification: a.) name of magazine; b.) issue month; c.) insert quantity on skid; d.) gross load weight (total skid wt—bands, runners, etc.); e.) load tare (packing materials wt only); f.) net load weight (actual wt of inserts only).

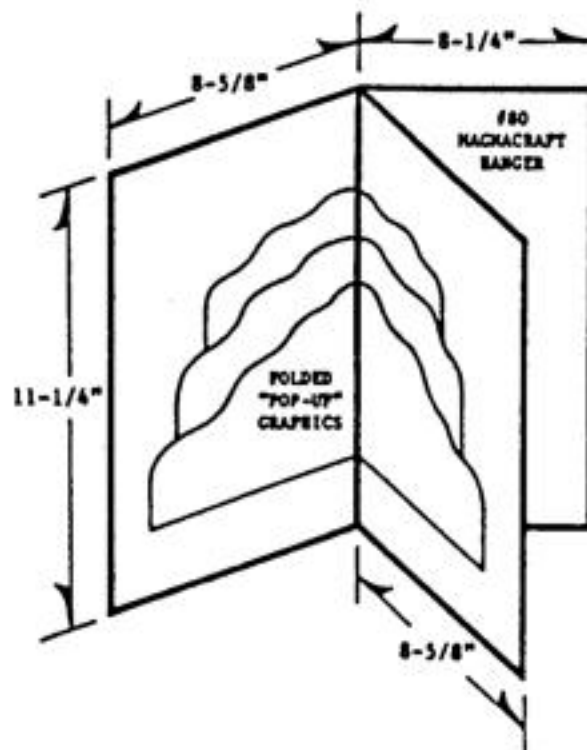
A printed sample of insert must be affixed to all four sides of pallet for exact identification.

## POSTAL REGULATIONS:

☐ **BOOKLET INSERTS** must be manufactured as integral parts of the total magazine package. Must NOT include independent pagination, table of contents, or any reference on the booklet that it is a catalog.

☐ **CARDS or COUPONS** tipped to furnished inserts must directly relate to the advertising material printed on the insert to which they are permanently attached.

**PETERSEN PUBLISHING COMPANY** will not be responsible for Business Reply Mail, Business Reply Cards, and Business Reply Labels that do not comply with postal regulations.



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