

INSERT SPECIFICATIONS

Undercar Digest • Transmission Digest

SHIPPING

ALL SHIPMENTS SHOULD BE SENT PREPAID TO:

Undercar Digest - or - Transmission Digest

c/o Publishers Press

13487 S. Preston Highway

Lebanon Junction KY 40150

Attn: Jamie Fortner, CSR

Receiving Hours: 8 a.m.-Midnight. EST, Monday through Friday

PACKING

Inserts need to be packed snugly in cartons. To avoid curl and ensure that inserts arrive flat, they should be packed securely in stacks, which alternate the folded, thicker side of the piece (Stacks should not exceed 2 inches in depth). Within each of the compensating stacks, the piece should face the same direction and should be packed "face up."

Single sheets, unfolded inserts, without perforation or attachments, should not be alternated.

Skids – should have runners for forklifts, be wrapped and firmly banded, have a sample of the insert attached to all four sides, and include a packing list as described below.

IDENTIFICATION

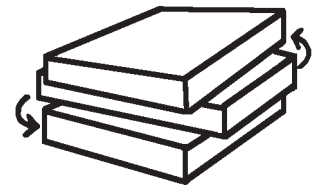
Each carton should carry a complete identification:

- TITLE OF INSERT
- NAME OF MAGAZINE
- ISSUE DATE OF INSERTION
- QUANTITY OF INSERTS PER CARTON
- NUMBER OF CARTONS TOTAL

The Packing List should contain the same information.

A sample of the insert should be attached to the top of at least one carton.

Alternating Stacks



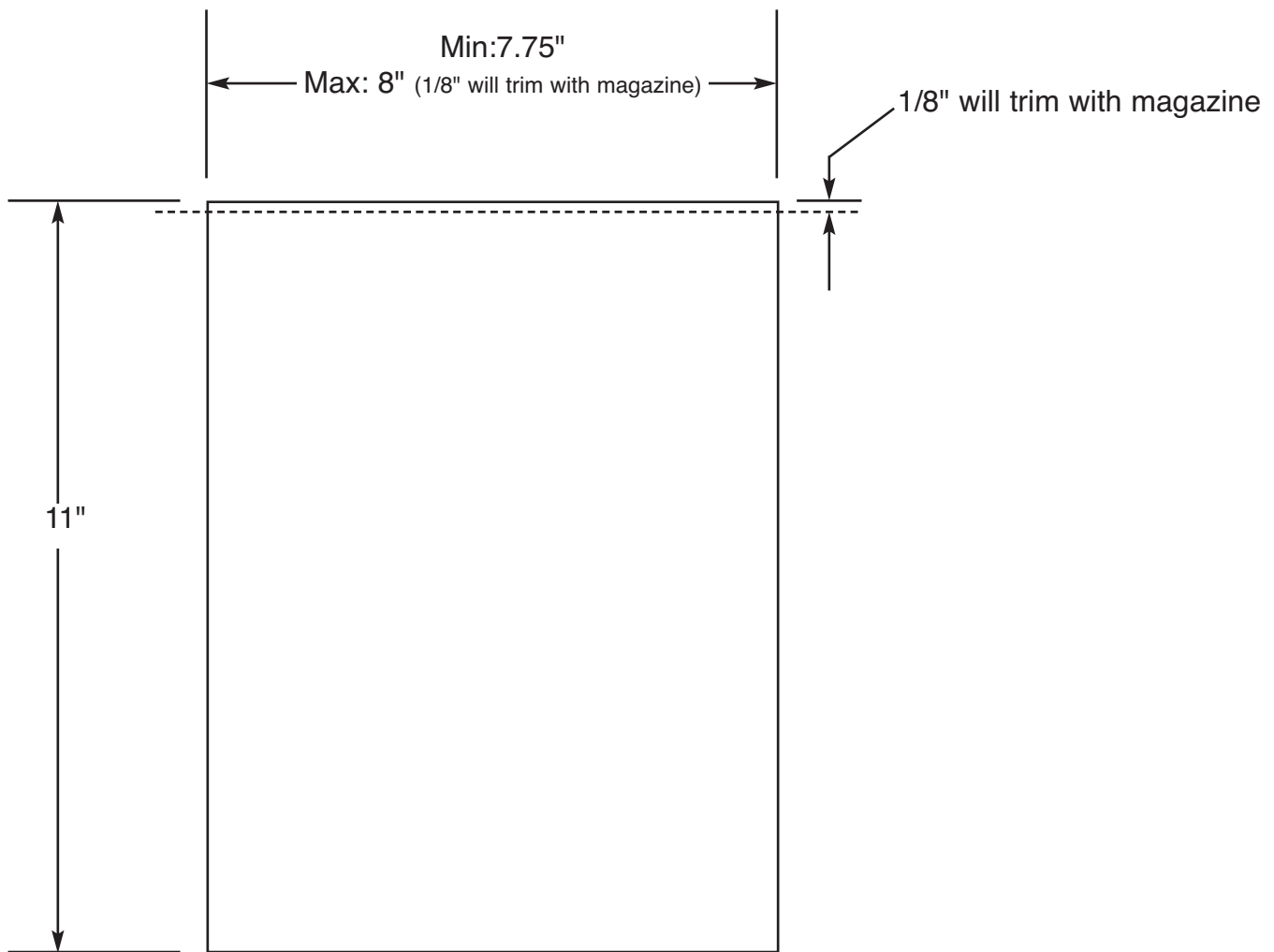
SHORTAGE/OVERS

If magazine binding is not complete when supplied inserts run out, then binding must continue.

Please indicate on the insertion order if left-over inserts are to be returned, and the address they should be shipped to. Otherwise, they will be disposed of at the printing plant.

SIZE & PAPER REQUIREMENTS

Please contact your sales representative for information on specifications, requirements and binding charges. For best results, please send us a sample as soon as possible.



Transmission Digest or Undercar Digest

Tip-in 2p or 4p insert
Trims with book

Insert will tip (glue) 1/4" from spine (gutter)

Minimum Dimensions 7.75 x 11"

1/8" will trim off top (head) during magazine binding for finished size of 7.75" x 10.875"

Maximum Dimensions 8 x 11"

1/8" will trim off top (head) and right side (face) during magazine binding for finished size of 7.875" x 10.875"

Live matter should be 3/8" from trim edges

Contact your Sales representative for specifications for
bind-in inserts, card inserts, folded poster inserts or for inserts with more than 4 pages.