

# saddle stitched inserts

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

### Tabloid Publications

Meetings West  
 Meetings South  
 Meetings East  
 Meetings MidAmerica

### Publication Specs

Trim Size 10 3/4" x 14 1/2"; 11" x 15" with bleed  
 Live Area 10" x 13 1/2"  
 4 columns per page; saddle stitched

### Minimum Dimensions

5 1/2" x 4 5/16" plus a 3" binding flap

### Maximum Dimensions

The maximum size should not exceed the magazine trim size (10 3/4" x 14 1/2") plus trim requirements. 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

Candy Holub  
 319.364.6167 x 5025  
 candy.holub@meetingsmedia.com

### Shipping Address

Quebecor World St. Cloud  
 Attn: Tina Roberts  
 660 Mayhew Lake Road N.E.  
 St. Cloud, MN 56304  
 p. 320.654.2473

### Position

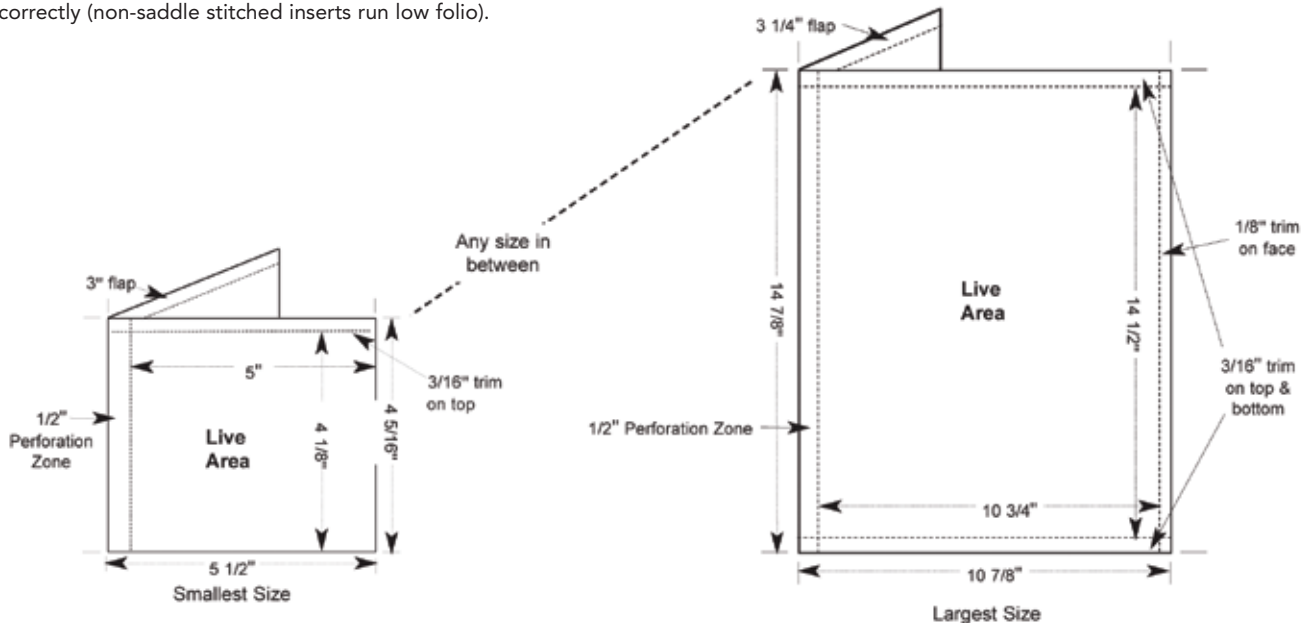
Inserts are tipped to the front of a magazine signature within 1" of the backbone of the host piece. In order to conform to our standard specifications, tips should be placed at least 1/4" from the backbone.

### Samples

Samples of the insert need to be sent to the Production Contact at Meetings Media 2 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



Note: All inserts jog to the head unless otherwise requested.