



2010 GUIDE TO SUPPLIED INSERTS

Effective January 1, 2010



SPECIFICATIONS

INSERT APPROVALS

All inserts must be approved by the Publisher. Samples of full-size paper stock should be submitted in advance of publication for approval. Final furnished inserts must be the same stock weight and bulk as the approved sample.

INSERT DELIVERY DATE

Inserts must arrive at printer no later than 21 days prior to issue date. If multiple issues are sent, please **separate by issue date** to ensure proper and accurate handling.

INSERT SPECIFICATIONS

Inserts for publication should be supplied fully printed, trimmed to publication size, and ready for binding.

- Maximum acceptable thickness of paper stock: .004"
- Unusual inserts must be approved and may be subject to a press slowdown charge.

TRIM SIZE

Trim size of publication 7-7/8" x 10-1/2"

AD SIZES

Please make sure that your inserts *delivered to the printer* meet the following pre-trim specifications:

Two-page	8-1/8" x 10-3/4"
Four-page	16-1/4" folds to 8-1/8" x 10-3/4"
Six-page	8-1/8" x 10-3/4" folded

TRIMMING

Head, foot, outside and gutter trim is 1/8". Margin for live matter is 1/2" on all edges. Inserts jog to the head. Oversized inserts subject to pre-trimming charge.

QUANTITY

Call Advertising Production for insert quantities. Allow for 3% above required quantity (1,500 minimum) for make-ready and bindery spoilage.

SPECIAL EFFECTS

Paper paste-ons may be affixed to the surface of the center area of an insert but may not cause undue bulking or thickness. Paper attachments, die-cuts, or other effects may not extend to within 2 inches of any trimmed edge, cover more than 20% of the page area, or change the characteristics of the insert stock. Unusual inserts must be approved and may be subject to bindery slowdown charge.

SHIPPING

SHIPPING AND LABELING

The following information is furnished as a guide for supplied inserts. The NEJM asks your assistance in providing accurate counts and identification for proper usage and handling of your inserts. Deviation from the following guidelines may cause additional handling charges. NEJM will not accept responsibility for counts or runability of supplied inserts unless these guidelines are followed.

Each skid or carton must have the following items for identification:

- Attn: Dianne Kemp
- New England Journal of Medicine
- Publication issue date
- Insert name
- Insert code/key number
- Supplied quantity (example, Per Carton: _____)
- Sample insert attached

Each shipment must have a packing list attached to the outside of a skid or pallet with the following information:

- Insert name
- Insert code/key number
- Publication issue date
- Total number of skids and cartons and quantity of each insert

Ship inserts prepaid to:

Attn: Dianne Kemp
The New England Journal of Medicine
c/o Brown Printing Company
2300 Brown Avenue
Waseca, MN 56093-0517
507-835-2410*

Note: Printer cannot accept collect shipments.

** For shipping only; please direct all other questions to the NEJM Advertising Production Department at 781-434-7036 or 781-434-7027.*

PACKAGING

Multiple issues or different inserts must be packed on separate skids (unless there are four cartons or less of each insert). If multiple inserts or issues are packed on the same skid(s), additional handling charges may apply or inserts could inadvertently be destroyed.

Two page inserts should be securely packed in one tier cartons. Do not alternate stacks within cartons. If an insert has unusual requirements, please contact the NEJM Advertising Production Department at 781-434-7036 or 781-434-7027.

Multiple leaf inserts should be securely packed in one-tier cartons. These inserts should be stacked alternately in minimum lifts of six inches. Number of inserts per lift depends on number of pages, as listed below:

- 4 pages 1,000
- 8 pages 750
- 16 pages 500

Provided that the runability of the inserts is not affected, brick stacking for stability on the pallet is permitted.

Each pallet must not exceed 42 inches in height from the floor to the top. It must be adequately wrapped and banded.

All material must be supplied on a skid dimension of 40"x 48" 4-way pallets.

DISPOSITION OF INSERT MATERIALS

Furnished inserts will be held for six months after last insertion. Advertisers will be notified before inserts are destroyed.



The **NEW ENGLAND JOURNAL** of **MEDICINE**

NEJM.ORG

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