

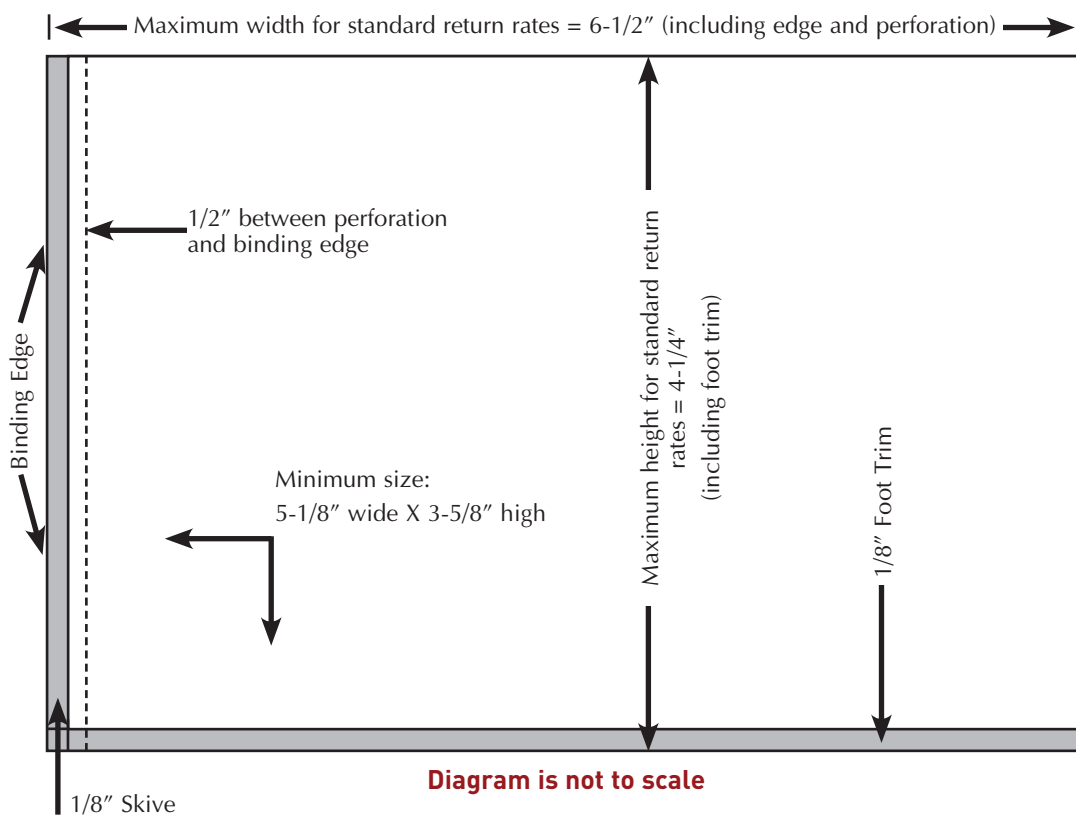


BIND-IN CARD PRINTED BY ADVERTISER

SPECIFICATIONS

| Maximum Head to Foot | Minimum Head to Foot | Maximum Backbone to Face | Minimum Backbone to Face | Minimum Stock |
|----------------------|----------------------|--------------------------|--------------------------|--------------------|
| 10-3/4" | 3-1/2" | 8" | 4" | 7-point card stock |

- **BIND-IN METHOD:** Perfect-bound, inserts jog to the foot.
- **POSITIONING FOR PERFORATION AND FOOT TRIM:** Live matter must be positioned to accommodate the foot trim and rough-out. Perforations 1/2" from binding edge permit easy removal of card.
- Bind-in cards may be located only at form breaks.
- Full-size bind-ins must arrive with dimensions of 8" x 10-3/4". This allows for 1/8" head and foot trim as well as an 1/8" spine and face trim.
- For insert outside these specifications, call Janet Grant, 800-736-1100, ext. 168.
- **APPROVAL:** All inserts must be approved by the magazine to ensure that all specifications have been met. Send a proof/blueline for approval before printing any inserts to Janet Grant at Yankee Magazine, 1121 Main Street, Dublin, NH 03444.
- Advertiser is responsible for meeting all USPS guidelines for return cards.



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