

**Basic Insert Specifications for**  
***THE SATURDAY EVENING POST***

**Maximums**—Low Folio -  $8\frac{5}{8}$ " x  $11\frac{1}{8}$ " High Folio –  $8\frac{1}{4}$ " x  $11\frac{3}{8}$ " , .01" thick

**Minimums**—Low Folio -  $5\frac{1}{2}$ " x  $3\frac{1}{2}$ " High Folio –  $2\frac{1}{2}$ " x  $3\frac{1}{2}$ " , .007" thick

- Ratio of page/card width to binding stub must not be greater than 2.8 to 1.
- Full-page size, 4-page inserts must be folded with a minimum  $\frac{3}{8}$ " binding lap on the low folio pages.
- Magazine trim size is  $8\frac{1}{8}$ " x  $10\frac{13}{16}$ ". Keep live matter at least  $\frac{1}{4}$ " from the trim.
- The magazine is saddle stitched.
- If a perforation is on the fold, a 50-50 perforation is required and must be strong enough not to tear during binding.
- All insert stock must have a reading of no more than 150 cc/minute on a Scheffield porosimeter with a  $\frac{3}{4}$ " orifice.
- Inserts fold for low folio insertion and jog to the foot, with a  $\frac{3}{16}$ " head trim and a  $\frac{1}{8}$ " foot trim. However, less than 1/2 full-page size inserts can float and needs no trim allowance.

**PACKING INSTRUCTIONS**

All material must:

- Be on a 42" x 48" pallet, with entry on the 42" side and have 4" high runners.
- Be capped by a slatted or solid wood top.
- Not exceed a height of 58" from the floor or weigh more than 2,500 pounds.
- Be stacked, if the product is in cartons, rather than brick piled, and have fiber corners for containment, and each carton must have a count on it.
- Be banded on the pallet to insure containment and have proper load identification.
- Not be received earlier than two weeks before or later than one week before the delivery date given.
- Contain a manifest that identifies each load with the job name, job number, load number, code(s), weight, and quantity.

Ship Inserts to: R. R. Donnelley & Sons Co.

Lebanon Road  
Danville, KY 40422  
Attn: Mark Saylor  
859-238-2367

- For specific issue quantities and due dates, contact Dwight Lamb, Production Manager, with questions at 317•634•1100-ext. 313, FAX–317•637•0126 or email: [d.lamb@satevepost.org](mailto:d.lamb@satevepost.org)