

ON PAGE PRODUCT SPECIFICATIONS 2010



Please contact our Ad Services Department regarding specific ad close dates for your product. Some products may require more time than others, depending upon production complexity.

Post It Note

pg. 2

Final Size:	4" x 3"
Live Area:	3 5/8" x 2 5/8"
Bleed Spec:	Not available, please keep all content within Live Area.
Materials:	PDF/X-1a
Paper Stock:	Yellow Post-It™ Note - 20# Bond
Ink:	One color - black standard. Limited Pantone colors are available. <i>Contact your sales representative for 2 & 4 color rates.</i>
Due Date:	All materials due by ad close deadline.

Business Reply Card (BRC)

pg. 3

Final Size:	6" x 4" (5 1/2" x 4" when ripped from binding tab)
Live Area:	5 1/4" x 3 5/8" Note: The live area is not centered vertically within the bleed size. Please see page 3 for details.
Bleed Spec:	6 3/4" x 4 1/4" Note: The final BRC will only have one 1/2" binding tab. Please build to the full bleed specification; accommodating a binding tab on either side.
Materials:	PDF/X-1a
Paper Stock:	75# 7 pt Hibulk
Ink:	One color - black standard. Pantone colors are available. <i>Contact your sales representative for 2 & 4 color rates.</i>
Due Date:	All materials due by ad close deadline.

Laminated Card

pg. 4

Final Size:	3 3/8" x 2 1/8"
Live Area:	3 1/8" x 1 7/8"
Bleed Spec:	3 1/2" x 2 1/4"
Materials:	PDF/X-1a
Paper Stock:	8 pt coated one-sided tag stock with matte varnish.
Ink:	Four color process.
Due Date:	All materials due by ad close deadline.

Mini-booklet

pg. 5

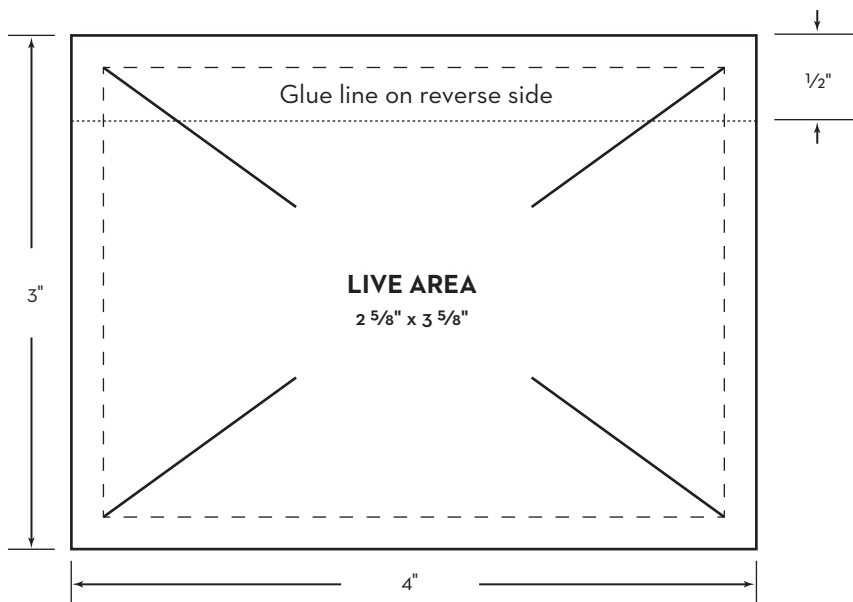
2 Spreads:	Outside Spread (Back - Front) & Inside Spread. Both built to the following specification: Final Size: 10" x 5" trimmed. 5" x 5" folded. Live Area: 9 1/2" x 4 1/2" Bleed Spec: 10 1/2" x 5 1/2"
Materials:	PDF/X-1a
Paper Stock:	60 # Coated
Ink:	Four color process.
Due Date:	All materials due by ad close deadline.

ON PAGE PRODUCT SPECIFICATIONS 2010

Post-it® Note

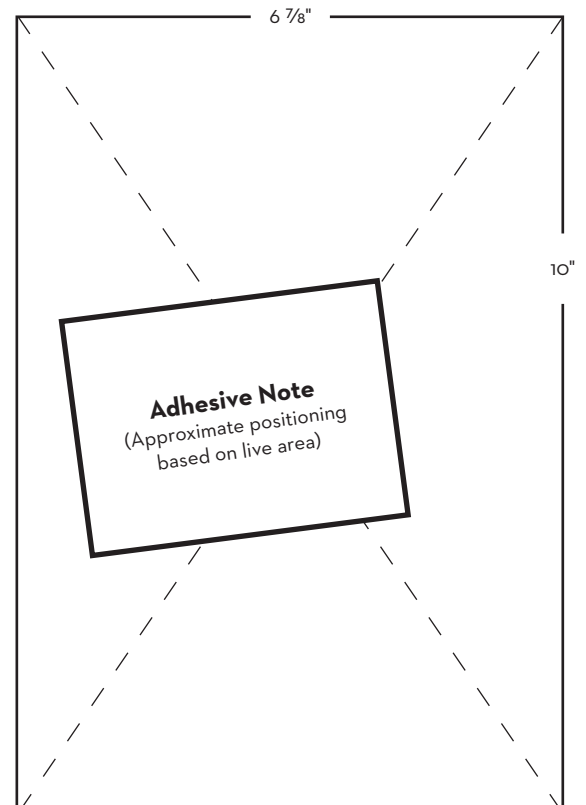
All materials due by
AD CLOSE DEADLINE

- Final Size:** 4" x 3"
Live Area: 3 5/8" x 2 5/8"
Bleed Spec: Not available, please keep all content within Live Area.
Materials: PDF/X-1a
Paper Stock: Yellow Post-It™ Note - 20# Bond
Ink: One color - black standard. Limited Pantone colors are available.
Contact your sales representative for 2 & 4 color rates.



Please Note:

MNI cannot guarantee exact placement of tipped product. Please do not design around an exact placement. Positioning templates provided are an approximation of where product will be tipped.



PRINTING ON THE FRONT ONLY

Contact

Media Networks, Inc.
One Station Place
Stamford, CT, 06902
Attn: Ad Services

Phone: 800.225.3457
Fax: 203.967.6473
adservices@mni.com

ON PAGE PRODUCT SPECIFICATIONS 2010

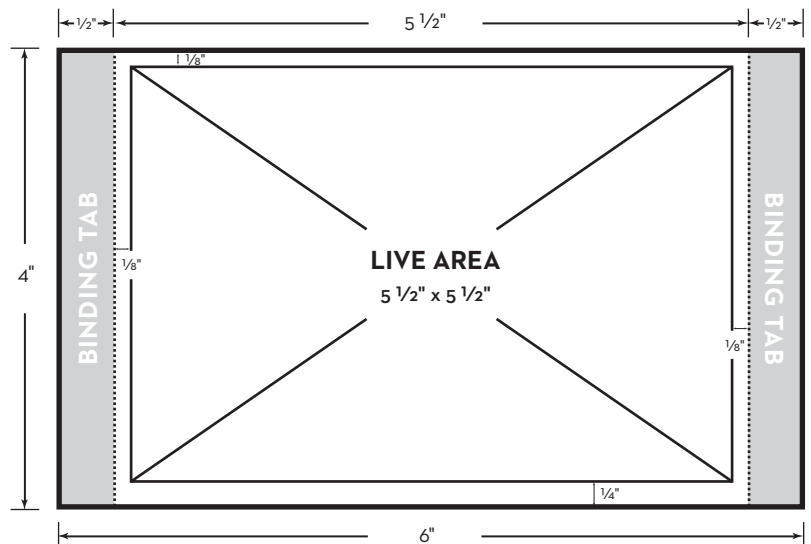
Business Reply Card (BRC)

All materials due by
AD CLOSE DEADLINE

- Final Size:** 6" x 4" (5 1/2" x 4" when ripped from binding tab).
- Live Area:** 5 1/4" x 3 5/8"
Note: The live area is not centered vertically within the bleed size.
- Bleed Spec:** 6 3/4" x 4 1/4"
Note: The final BRC will only have one 1/2" binding tab.
Please build to the full bleed specification; accommodating a binding tab on either side.
- Materials:** PDF/X-1a
- Paper Stock:** 75# 7 pt Hibulk
- Ink:** One color - black standard. Pantone colors are available.
Contact your sales representative for 2 & 4 color rates.

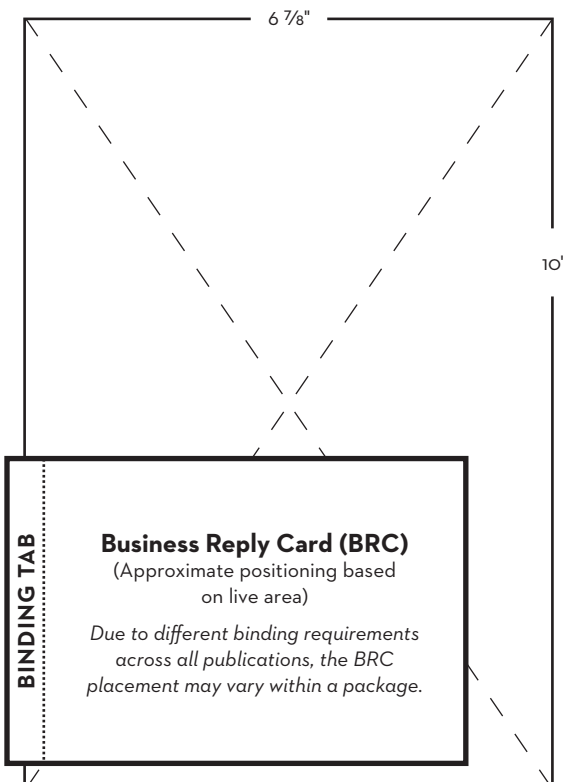
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Please refer to US Postal requirements
for Business Reply Mail (BRM).

<http://www.usps.com>



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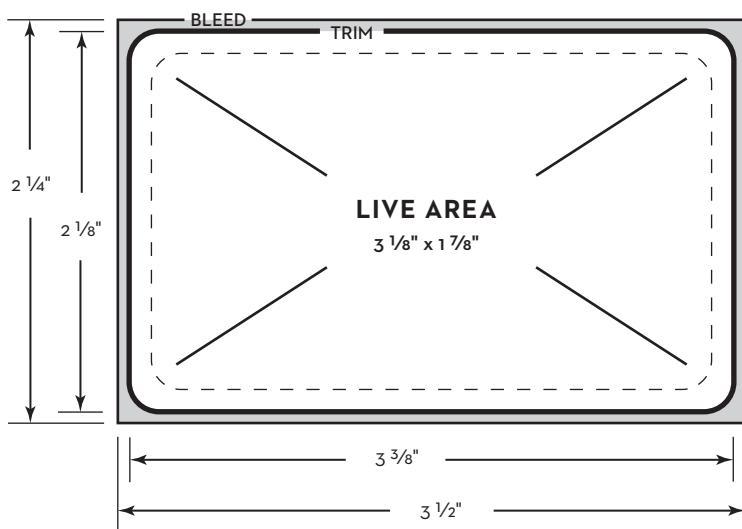
ON PAGE PRODUCT SPECIFICATIONS 2010

Laminated Card

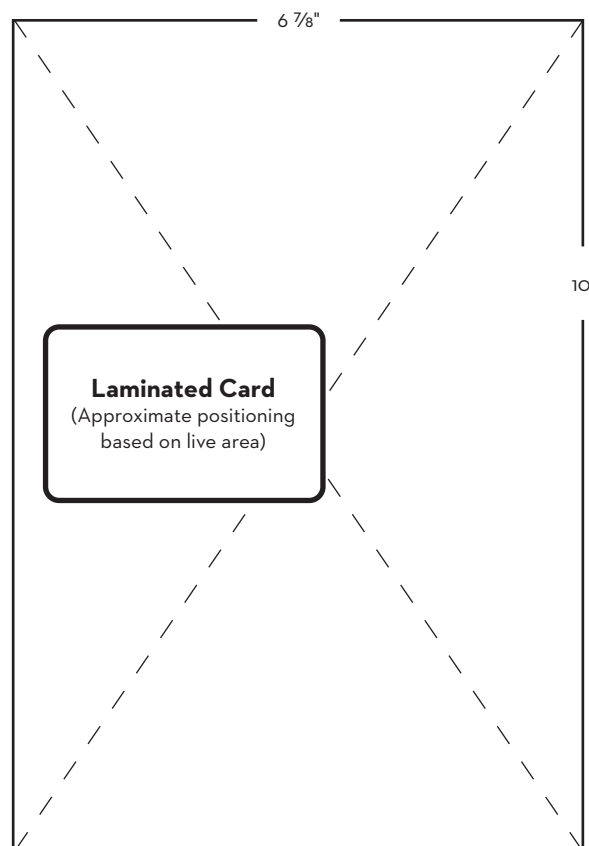
All materials due by
AD CLOSE DEADLINE

Final Size: 3 3/8" x 2 1/8"
Live Area: 3 1/8" x 1 7/8"
Bleed Spec: 3 1/2" x 2 1/4"
Materials: **Accepted Formats:** PDF/X-1a

Paper Stock: 8 pt coated one-sided tag stock with matte varnish.
Ink: Four color process.



**PRINTING ON THE
FRONT AND BACK**



Contact

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ON PAGE PRODUCT SPECIFICATIONS 2010

Mini-booklet

All materials due by
AD CLOSE DEADLINE

2 Spreads: Outside Spread (Back - Front) & Inside Spread. Both built to the following specification:

Final Size: 10" x 5" trimmed. 5" x 5" folded.

Live Area: 9 1/2" x 4 1/2"

Bleed Spec: 10 1/2" x 5 1/2"

Materials: PDF/X-1a

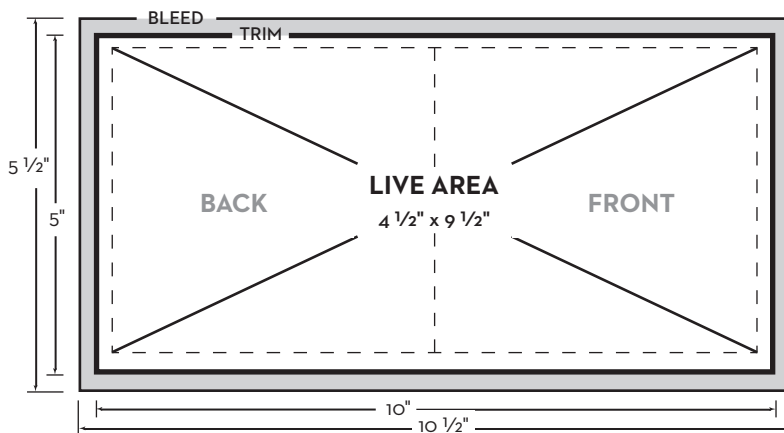
Paper Stock: 60 # Coated

Ink: Four color process.

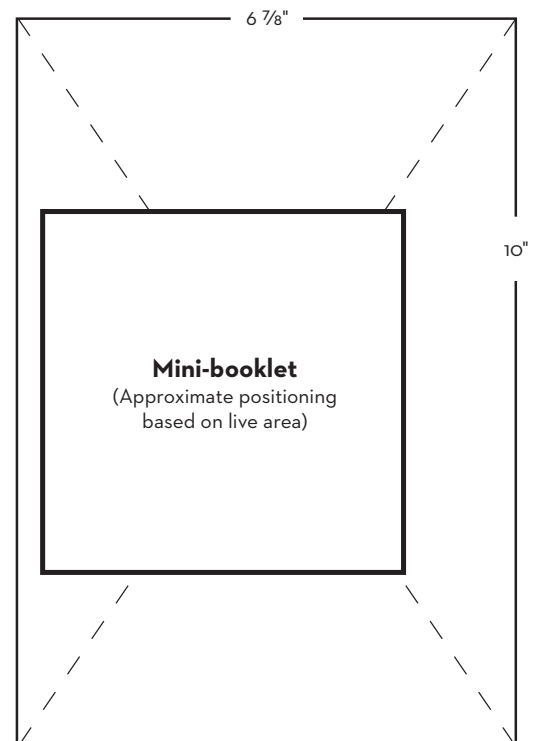
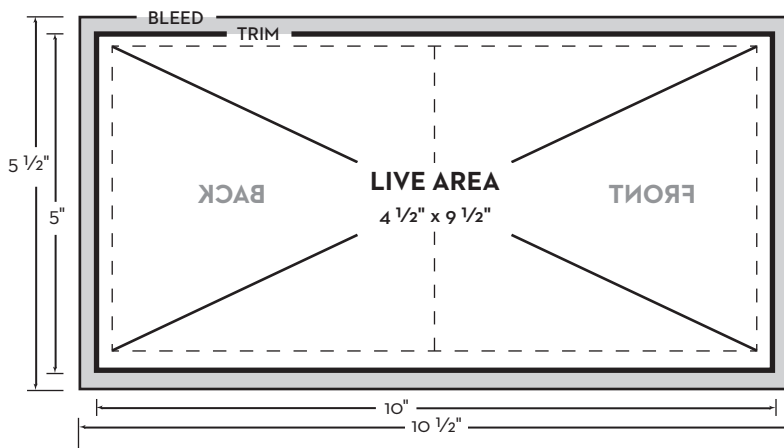
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Outside Spread Size



Inside Spread Size



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