

bellyband specs

Attachment Options

Single Glue – the belly band is glued to itself only. The belly band will slide up and down on the book and can slide completely off. This option is not available when mailing without a polybag.

Double Glue – The belly band is glued to itself and then adhered to the publication on the back cover.

Host/Publication

Height

Minimum - 5-1/2"

Maximum - 15-1/2"

Width

Minimum - 5-1/2"

Maximum - 11-3/4"

Thickness

Minimum - 3/32"

Maximum - 3/4"

Bellyband

Height

Minimum - 4-1/2"

Maximum - 15-1/2"

Width

Minimum - 9"

Maximum - 25-3/4"

Thickness

Minimum - 60# Book Weight

Maximum - 100# Book Weight

Overlap

Bottom Quiet Area - 1-1/4"

Will not see this area

Background colors and images allowed

Text and main images not allowed

Bleed

Bleed around the edges of the file (at least 1/8")

Please contact your CSR for final approval before production.

