

# blow-in card specs



## Saddle Stitch

Maximum Number of Blow-In Cards - 2 (in same location)

### Host - Minimum Size

Head to Foot - 9"

Backbone to Face - 6"

### Card - Minimum Size

Height - 3-1/2"

Width - 5"

### Card - Maximum Size

Height - 6-1/2" or 4" less than height of final trimmed book (whichever is smaller)

Width - 6-1/2" or 2" less than width of final trimmed book (whichever is smaller)

Note: Blow-In card will be inserted in addressing side of center spread only.

## A/B Splits

When alternately inserting two different cards for A/B split applications, the maximum single card size is 4" x 6". The total of the two cards together must fall within the size requirements listed above.

## Stock

Reply cards 3 1/2" to 4 1/4"(H) and 5" to 6"(L) must be a minimum of 7 pt. (#75 hi-bulk) in thickness. Reply cards exceeding either of these dimensions must be 9 pt. in thickness.

Height and length of a card are determined by address and indicia orientation. Keep perforations light. A minimum of 7 pt. in thickness is required for cards that are not intended for USPS processing.

Please contact your CSR for final approval before production.

## Perfect Bound

### Host - Minimum Size

Head to Foot - 9"

Backbone to Face - 7"

### Card - Minimum Size

Backbone to Face – 3-5/8"

Head to Foot – 4-1/4"

### Card - Maximum Size

Backbone to Face – 5-1/2"

Head to Foot – 6"

Minimum Card Weight - 5 point (0.005)

### Maximum Card Weight

80 lb gloss cover stock – 7.5 point (0.0075)

Note: The card cannot be coated with UV, Aqueous or Varnish.

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