



## SPECIFICATIONS BOOKLET

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# DESIGN TIPS & TRICKS

## ***Set up InDesign & Quark application preferences before beginning a new document***

If you're about to build a catalog or a publication that will need to be done in more than one Quark file, set up your Quark application preferences before opening a new file. This will assign these preferences to the application and not to a single file. When you begin your work on the second file, all those preferences will still apply.

## ***Master pages and recurring items***

Utilize Master Pages for items that occur within a document more than once. It's a very exciting tool that can facilitate alignment of items and consistency of text, headers, color tabs, page number positions, etc.

## ***Cross over with caution***

Whenever a design calls for an item or for type to "Cross Over" from one page to another, there are certain rules that must apply in order for it to look correct once the publication is printed and bound.

Saddle stitch center spreads are the only exception to this rule. All other cross overs have to take into consideration that when the book is bound, the pages don't lay perfectly flat.... thus creating a place for things to "hide" or "disappear."

Perfect bound books have no true center spread. All pages will have the same cross over conditions. Again, check with your Royle CSR as they can help you figure out how to avoid losing your design in the gutter.

## ***Measurement bar in InDesign & Quark***

Avoid the use of font styling as the "styling effect" is only good for you to view on screen for the purpose of deciding a good solution to your page design. Once you have made that decision, you need to locate and assign the font that bears those style attributes. This way an actual printer font will be available to the output device when it renders that type. If you stick to this plan, your type should look good!

It is recommended a "rich" black is to be used when an area of a design requires a larger than 1" X 1" area to be 100% black. It is created by making a screen mix of 40% Cyan, 40% Magenta, 30% Yellow, and 100% Black. This will help the black appear to be more solid and not transparent when it prints. This is because the total density of the ink is 210% vs. 100%. It also creates a smoother trap whenever a black area needs to fit to a four color photo.

## ***Images***

Place images at 100% as often as possible. Scaling of images will change the printing resolution of the image. Royle recommends no more than 25% scale, enlargement or reduction applied within the page layout application. Maximum image quality can be maintained by performing more extreme scaling in Photoshop prior to placement. Photoshop does a much better job at scaling than a layout application will.

- Images should always be as close to 300 to 450 dpi as possible.
- Turn off all "OPI" settings.
- Always have "Overprint Preview" turned on to make sure you are viewing what the actual print output will look like. This includes viewing PDFs in Acrobat.
- We can supply PDF export style settings you can import into your particular application to ensure proper PDF creation upon output.

## ***Versioning and Regional Print***

- If your project has versions or regional content, common artwork and text should be locked on a separate layer from the variable(s). Additional charges may occur if a change intended to be black plate only and common 4/color art was moved even slightly creating a register issue.

## ***"Rich" black design area***

# FILE REQUIREMENTS

When building files in Quark or InDesign, please adhere to the following specifications:

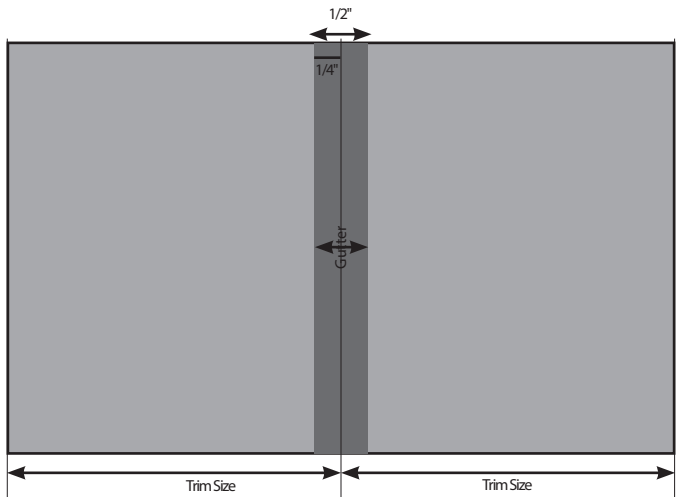
- Build pages to final trim size.
- Bleeds should be pulled 1/8" or .125 of an inch beyond trims within the layout file.
- Margins, or image areas that do not bleed, should be 3/16" or .1875 of an inch or more from trim to avoid items from being trimmed off.
- Try to keep documents to a maximum of 32 pages whenever possible. (Large numbers of pages within a single document can make processing and output very cumbersome.) We understand this is not always practical.
- Picture boxes on 4 color or grayscale tiffs should have a background of "white" or "0% black".
- Colors should be set to 4 color CMYK process unless it prints with a spot color, then it should be defined with the actual spot color that is to print.
- Set default trap to 0,0. Royle uses high-end trapping software.
- Do not use special characters in file and folder names such as: <>\/\:\*?"|%. These type characters can be confused as commands to operating systems, thereby inadvertently corrupting the files.



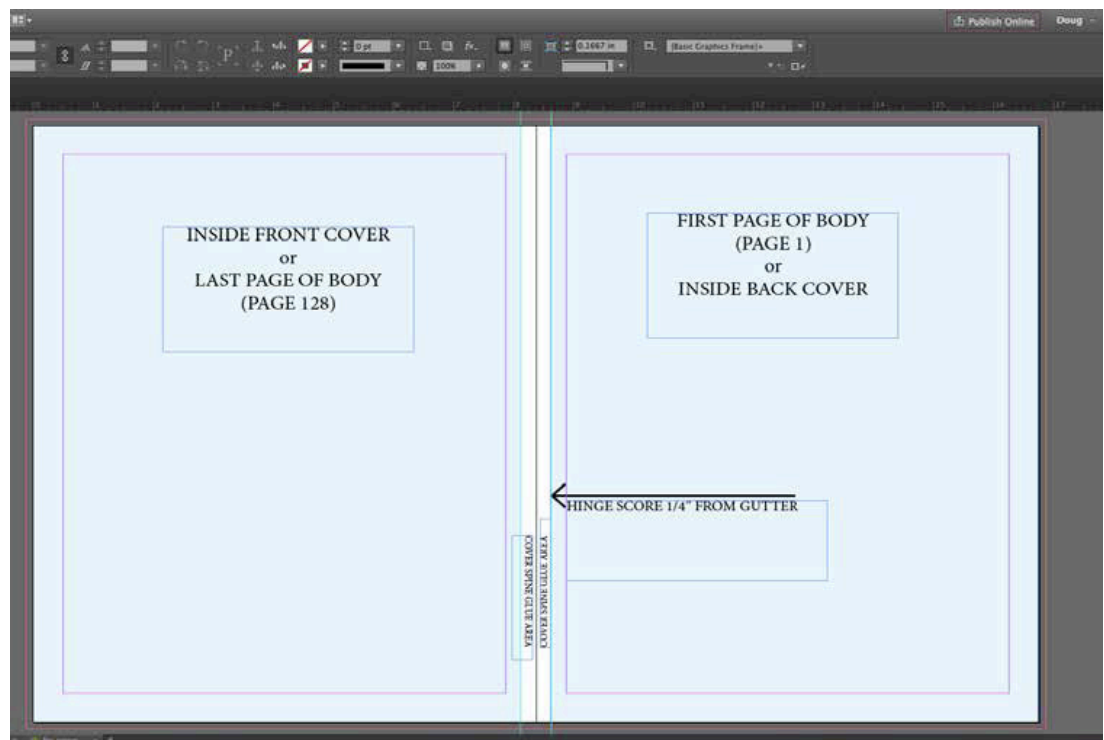
# PERFECT BOUND HINGE SCORE COMPENSATION

When applying perfect bound covers, it is necessary to glue  $\frac{1}{4}$ " of the first and last page of the body near the spine. This is referred to as the Hinge Score area. The live image area on each of these pages will be  $\frac{1}{4}$ " narrower in width on the gutter side ( $\frac{1}{2}$ " total for the spread). To compensate for this, you may have to modify the inside front cover, first body page, last body page and inside back cover to avoid cropping off text or misalignment of images. Cross-alignments as in the sample below, need to be moved away from the spine  $\frac{1}{4}$ " each page for proper alignment on finished product. Note: Image has been left out of the glue area on the examples below for illustration purposes only, best practice is to bleed the image into the glue area.

Scan below on your phone to learn more about designing for hinge scores.



1. This example shows how the InDesign document should be set up to allow for the hinge score.



2. This example shows how a cross aligning ad should be positioned to compensate for the hinge score.



3. Sample of a finished book with hinge score and cross-alignment on the inside front cover and first body page.





# SOFTPROOFING - AUTO PROCESSING

Auto processing can only be utilized if you are set up on InSite with auto processing capabilities. Contact your Royle CSR to learn more about this capability:

The most efficient and cost-effective method for processing page files involves submitting individual, single page PDF's that auto process.

When utilizing the auto process capability, your pages become available to soft proof within minutes of your successful upload. The system will detect any preflight issues during processing and you will immediately receive emails alerting you to the pages that may have issues. When viewing your files, the system will show you the elements on a page found to be of concern. You can then determine if there is actually a problem and revise the page or continue to approve it.

If you have corrections, reject the page and upload the corrected file using the exact same name as the original file, and your corrected page will become immediately available to preview.

In order to utilize the "Auto Process" option, the following procedures must be followed:

The designer will output their PDF's as single pages, and adhere to the following naming structure. If covers are included in the page count, the covers would start at page 1.

**001\_xxxx.pdf**

**002\_xxxx.pdf**

**<snip>**

**063\_xxxx.pdf**

**064\_xxxx.pdf....etc**

If your page numbering scheme does not include the covers, the naming would look like this:

**FC\_xxxx.pdf    OR    000C1\_xxxx.pdf**

**IFC\_xxxx.pdf        000C2\_xxxx.pdf**

**001\_xxxx.pdf        001\_xxxx.pdf**

**<snip>                <snip>**

**062\_xxxx.pdf        062\_xxxx.pdf**

**IBC\_xxxx.pdf        C3\_xxxx.pdf**

**BC\_xxxx.pdf         C4\_xxxx.pdf**

It does not matter how you name your files after the page number (where the x's are), but an underscore is always required after the page number.

The total filename should not exceed 32 characters including the extension.

Do not use special characters in the file names (/ : " @ # \$ % . , etc), these are used as executable commands in programming languages and often causes system confusion. Underscore \_ , space , and dash - can be used safely within file names.

You can then upload your pages to your InSite portal. It's possible to send the files in batches over a period of time if you wish.

Perfect bound issues may be submitted with Back Cover, Front Cover and Spine submitted as three separate files (each at correct size) or BC, Spine, FC as a spread. Any gatefold or custom fold out pages should be submitted as spreads. \*When building your project, please contact your Royle CSR to get the proper spine size requirement and specific foldout page and spread sizes prior to file submission\*. You may name these files as follows:

**BC\_FC\_xxxx.pdf**

**IFC\_xxxx.pdf**

**IBC\_xxxx.pdf**

**001\_xxxx.pdf**

**002\_xxxx.pdf etc.**

Note: If your project is designed in such a way that the above naming convention cannot or should not be followed, please contact your Royle CSR.

# SADDLE STITCH

Head to foot	Spine to face	Thickness
<b>Minimum:</b> 7"	<b>Minimum:</b> 3 3/4"	<b>Minimum:</b> 8 pages
<b>Maximum:</b> 18 1/2"	<b>Maximum:</b> 11 1/2"	<b>Maximum:</b> 3/8"

# PERFECT BIND/PUR

Head to foot	Spine to face	Thickness
<b>Minimum:</b> 5 1/2"	<b>Minimum:</b> 4 1/8"	<b>Minimum:</b> 3/32" - No Spine Copy
<b>Maximum:</b> 14 1/2"	<b>Maximum:</b> 11 3/4"	<b>Maximum:</b> 2 3/8"

## Restrictions

Due to the perfect bound glued spine, the first and last spread must be designed differently than the rest of the piece. There must be a 1/2" free space built into the gutter area of the first and last spread. The free space must be 1/4" on each page. For more information on hinge score see page 4.

**First Spread** = Inside Front Cover & Page 1 of Body

**Last Spread** = Last Page of Body & Inside Back Cover

This restriction Only includes the first spread & last spread. Restriction lines apply to paragraph directly above it.

**Minimum Cover Stock:** 80# Text Weight

**If PUR-** must allow at least 24 hours for glue to cure.

# MAILING CLASSIFICATIONS

## **Periodical Class**

<b>Minimum Weight:</b>	None
<b>Maximum Weight:</b>	20 oz. to qualify for barcode discount 24 oz. if co-mailing

The Periodicals class of mail is designed for newspapers, magazines, and other periodical publications whose primary purpose is transmitting information to an established list of subscribers or requesters. Periodicals must be published at regular intervals, at least four times a year from a known office of publication, and be formed of printed sheets. There are specific standards for circulation, record keeping, and advertising limits. There are special lower postage prices for Nonprofit, Science-of-Agriculture, and Classroom Periodicals.

## **Marketing Mail/ Letter-Sized Mail**

The maximum height for all machinable and automation booklets is 6 inches and the maximum length is 10 1/2 inches, depending on the booklet design. The minimum thickness for booklets is 0.009 inch and the maximum thickness is 0.25 inch regardless of size. The maximum weight is 3 ounces while heavy letters are 3.5 oz. Heavy letter mail, letter sized pieces over 3 oz., are required to be enveloped and will incur additional costs.

## **USPS Marketing Mail**

<b>Minimum Weight:</b>	None
<b>Maximum Weight:</b>	less than 16 ounces
<b>Minimum Quantity:</b>	200 pieces or 50 pounds of mail. USPS Marketing Mail is mail matter not required to be mailed as First-Class Mail. Lower nonprofits prices are available for USPS Marketing Mail but require specific authorizations.

Mailers use USPS Marketing Mail to send:

- Printed matter, flyers, circulars, advertising
- Newsletters, bulletins, and catalogs
- Small parcels
- All USPS Marketing Mail prices are bulk prices, and each mailing must meet a minimum quantity of 200 pieces or 50 pounds of mail. There is no



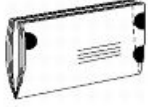



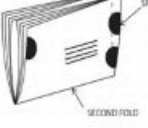

single-piece USPS Marketing Mail postage. In USPS Marketing Mail, there are prices for letters, flats/large envelopes, and parcels. Unlike First-Class Mail, there is no separate USPS Marketing Mail postcard price (postcards are mailed as letters).

## **Certain Extra Services can be used with USPS**

**Marketing Mail parcels:** electronic delivery confirmation, bulk insurance, and return receipt for merchandise. USPS Marketing Mail is not forwarded or returned unless you request it with an ancillary service endorsement. Forwarding and return services may result in additional fees or postage. USPS Marketing Mail is for domestic mail only, You cannot send USPS Marketing Mail to international addresses.



# LETTER SIZED MAIL REQUIREMENTS

If the spine or fold is...		length	cover stock	sealing	tabs in these locations
Simple Spine 	Spine or final fold on the bottom (longer) edge	5" to 9" long Over 9" up to 10.5" long	50-pound 60-pound	Three 1.5" non perforated tabs	Two tabs on leading edge; one tab on trailing edge. Position lower leading tab 0.5" from the bottom edge. Position upper tabs within 1" from the top edge.
Simple Spine 	Spine on bottom (longer) edge, non perforated inner flap sealed within top (upper) edge	5" to 9.5" long	80-pound	Continuous glue line or glue spots	Perfect bound or saddle stitched, flap sealed inside, continuous glue line along flap preferred, minimum 1" glue spots acceptable if placed within 3/4" of right and left edges.
Simple Spine 	Spine on the bottom (longer) edge; cover extends no more than 1/2" beyond inner pages	5" to 9.5" long	80-pound	Continuous glue line or glue spots	Perfect bound or saddle stitched with a continuous glue line along the 1/2" cover overhang preferred, minimum 1" glue spots acceptable if placed within 3/4" of right and left edges.
Simple Spine Wallet-style 	Saddle-stitched spin (two or more staples) on the bottom (longer) edge. 4" height only. Maximum weight 2.5 ounces.	5.2" to 8" long	60-pound for cover and pages 70-pound cover and 50-pound pages	Two 1.5" or 2" non perforated tabs	One tab on leading edge and one tab on trailing edge. Booklets up to 2 ounces: -1.5" tabs -1-1/4" from bottom edge Over 2 ounces and up to 2.5 ounces" -2" tabs -3/4" from bottom edge +1/8" vertical tolerance for tab placement for both tab sizes.
Folded 	Final fold on the bottom (longer) edge, with the folded spine on the leading or trailing (shorter) edge	5" to 10.5" long	40-pound	Three 1.5" non perforated tabs	Two tabs on leading edge; one tab on trailing edge. Position lower leading tab 0.5" from the bottom edge. Position upper tabs within 1" from the top edge.
Oblong 	Spine on the leading (shorter) edge	5' to 9" long Over 9" up to 10.5" long	60-pound 70-pound	Three 1.5" non perforated tabs	Two tabs on top edge; one tab on trailing edge. Position top tabs 1" from left and right edge. Position trailing tab in the middle.

# MAIL LIST HYGIENE & PROCESSING

## **CASS Certified Software & ZIP + 4 Code**

CASS Certified software provides the ZIP+4 Code and does so using range based verification of an address Ex. 123 Main St should exist because Main St runs from 100 to 130. The ZIP+4 is required in order to use other USPS products. CASS uses USPS directories (data).

## **Address Element Correction (AEC)**

A process that identifies and revises incomplete or incorrect computerized address files and then attaches ZIP+4 and carrier route codes. It involves computer matching address records that cannot be coded using CASS-certified address matching software.

## **Delivery Point Validation (DPV)**

The DPV Product identifies whether a ZIP+4 coded address is currently represented in the USPS delivery file as a known address record. The DPV Product allows users to confirm known USPS addresses and identify potential addressing issues that may hinder delivery.

## **Locatable Address Conversion System (SUITE)**

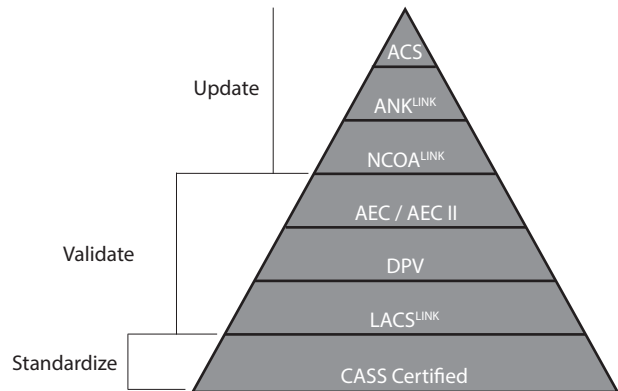
Suite attempts to add secondary information (ex. suite number) to business addresses. If a match is made, secondary information is added to records missing the information. A company field or name field with company information is necessary to make a SuiteLink match.

## **Address Change Service (ACS)**

An automated process that provides change-of-address information to participating mailers who maintain computerized mailing lists. The information is captured in Computerized Forwarding System (CFS) units and sent to mailers on electronic media, which reduces the volume of manual change-of-address notices.

## **National Change of Address (NCOA)**

An address correction service that the USPS provides to mailers through USPS licenses. The licensees match mailing lists submitted to them on tape or disk against change-of-address information for the entire country from all Computerized Forwarding System units. If a match is made, NCOA can correct the address before it is printed on a mailpiece.



## **Locatable Address Conversion System (LACS)**

LACS is an automated address conversion service. The 911 emergency program has caused local governments to convert rural route addresses to street style addresses. Because the residents do not actually move when they receive a new address, change of address forms are not filed. The local governments work with the local Post Office to update the delivery addresses. The new addresses are forwarded by the local Post Office. These address changes are then compiled to create the LACS database.

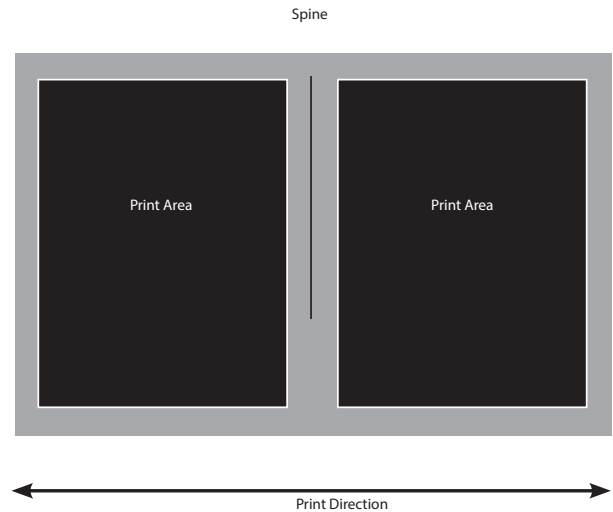
## **Address Not Known (ANK)**

The ANK Product is an enhancement to the existing 18-month NCOA Product and is only available to NCOA Limited Service Providers and End User Mailers. ANK provides an additional 30 months of COA information. The ANK data will not return the new address but will inform mailers of customer moves that occurred in months 19-48, along with the move effective date.

# INKJET

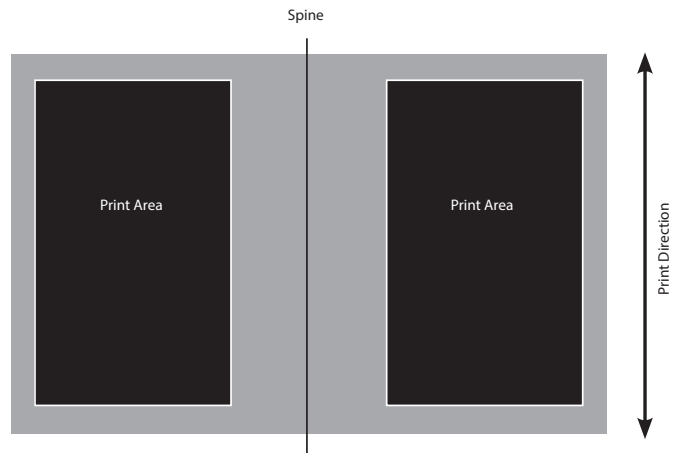
## ***Outside Inkjet - Perpendicular to Spine***

- Front and back cover
- No printing 1/4" from spine and/or from all edges



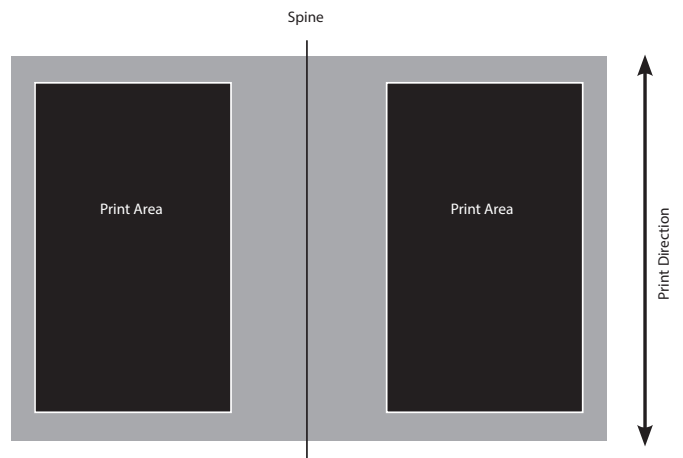
## ***Outside Inkjet - Parallel to Spine***

- Front and back cover
- No printing 1 1/2" from spine
- No printing 1/4" from all trimmed edges



## ***Inside Inkjet - Parallel to Spine***

- At signature break
- No printing 1 1/2" from spine
- No printing 1/4" from all trimmed edges
- Binds to head (high folio only)
- Binds to foot (low folio only)
- High or low folio at center spread



# INKJET MAIL PANEL

**Mail panel size:** 3 3/4" x 1 3/4"

- 2" print bar
- Please refer to page 9 for further Royle specs on outside inkjetting - parallel to spine and perpendicular to spine.
- If co-mailing, please refer to pages 14 and 15 for correct co-mail inkjet mail panel specifications.

Reference the USPS address placement standards for Periodicals, USPS Marketing Mail, Bound Printed Matter, Library Mail and Media Mail flat-sized mail pieces prepared and mailed at automation, presort and carrier route prices.

## General Specs

**Maximum Spine to face:** Width of the piece

**Maximum Head to foot:** 2"

Cannot print less than 1/4" from all edges of piece

Only for outside inkjetting

## Mail File Specs

If your image files are variable, you must add the image name(s) onto your mail list in an extra column.

**Resolution:** 120 dpi

**Size:** Each individual file must not exceed 2" in height.

**Color:** Black and White, Monochrome, 2 Bit

**Fonts:** True Type Fonts are recommended. The minimum font size is 8 pt

**Accepted File Types:** BMP, GIF, JPG, PNG, ICO CUR, TIF, TGA, TCX, WBMP, WMF EMF, JP2, JPC, PGX, RAS, PNM.

# INSIDE/OUTSIDE INKJET

The following specifications are for Inline Mailing on the saddle stitcher.

## Perpendicular to Spine

- Can be printed on front/back cover or the front/back of signature
- No printing 1 1/2" from spine and outside long edge (face)
- No printing 1/4" from head and foot edges
- 2" print bar

## Signature Size

**Minimum:** Head to Foot: 5"

**Minimum:** Spine to Face: 5"

**Maximum:** Head to Foot: 16"

**Maximum:** Spine to Face: 12"

## Paper Weight

**Minimum:** 40# text

**Maximum:** Varies depending upon size, page count, etc.

# MAIL LIST

- File layouts must be included with mail list submissions
- Royle accepts mail lists via email or Royle's secure FTPS site.
- Royle accepts all general file types for pre-sorting purposes except Microsoft Word.
- Please submit all lists in comma delimited, dbase, or ASCII file formats.
- Any production-ready inline mail files should be submitted in VIP3/4 or JS2 formats.

# USPS ADDRESS PLACEMENT STANDARDS

The USPS requires the following delivery address placement standards for Periodicals, USPS Marketing Mail, Bound Printed Matter, Library Mail and Media Mail flat-sized mail pieces prepared and mailed at automation, presorted and carrier route prices.

Customer/Mailers must place the delivery address parallel or perpendicular to the top edge, but not upside down as read in relation to the top edge. The top edge is the upper edge when the bound edge is vertical and on the right side.

## USPS Address Formatting Highlights:

- Type must be a minimum of 8-point which is approximately 1/10th" high
- The lines and characters in the address must not touch or overlap
- All flats are required to print the 11-digit IMb
- The indicia must appear to the right or upper right, and the return address (if used) must appear to the upper left of the delivery address





# CO-MAIL

## Quantities

Minimum per title: 5,000  
Maximum per title: None

## Thickness

Minimum: 0.0625"  
Maximum: 0.5625"

## Other Available Options:

Label  
Cover Tip  
Full Cover Wrap  
Polybag

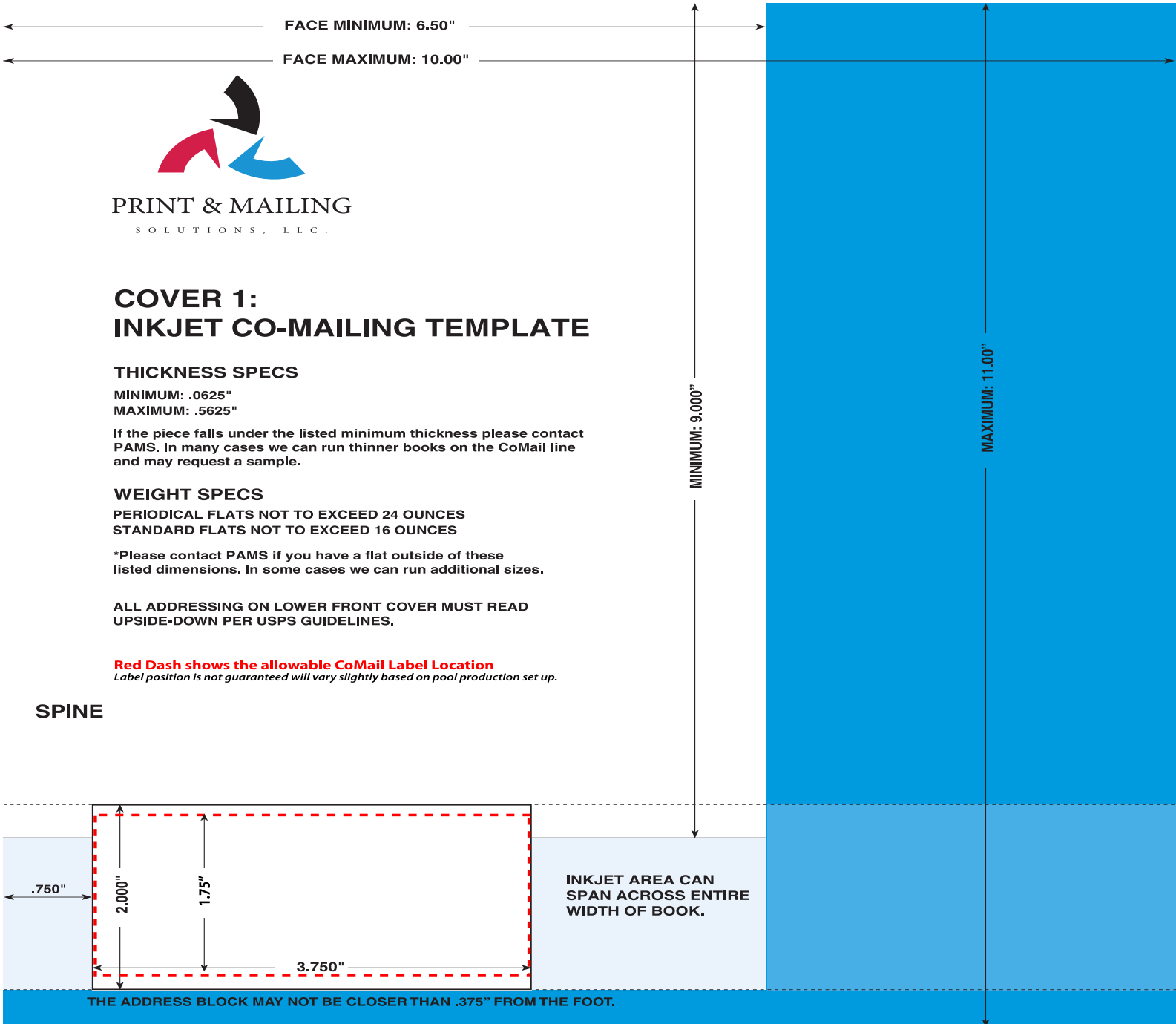
## Trim Size

Head to foot: 9-11"  
Spine to face: 6.5-10"

## Weight

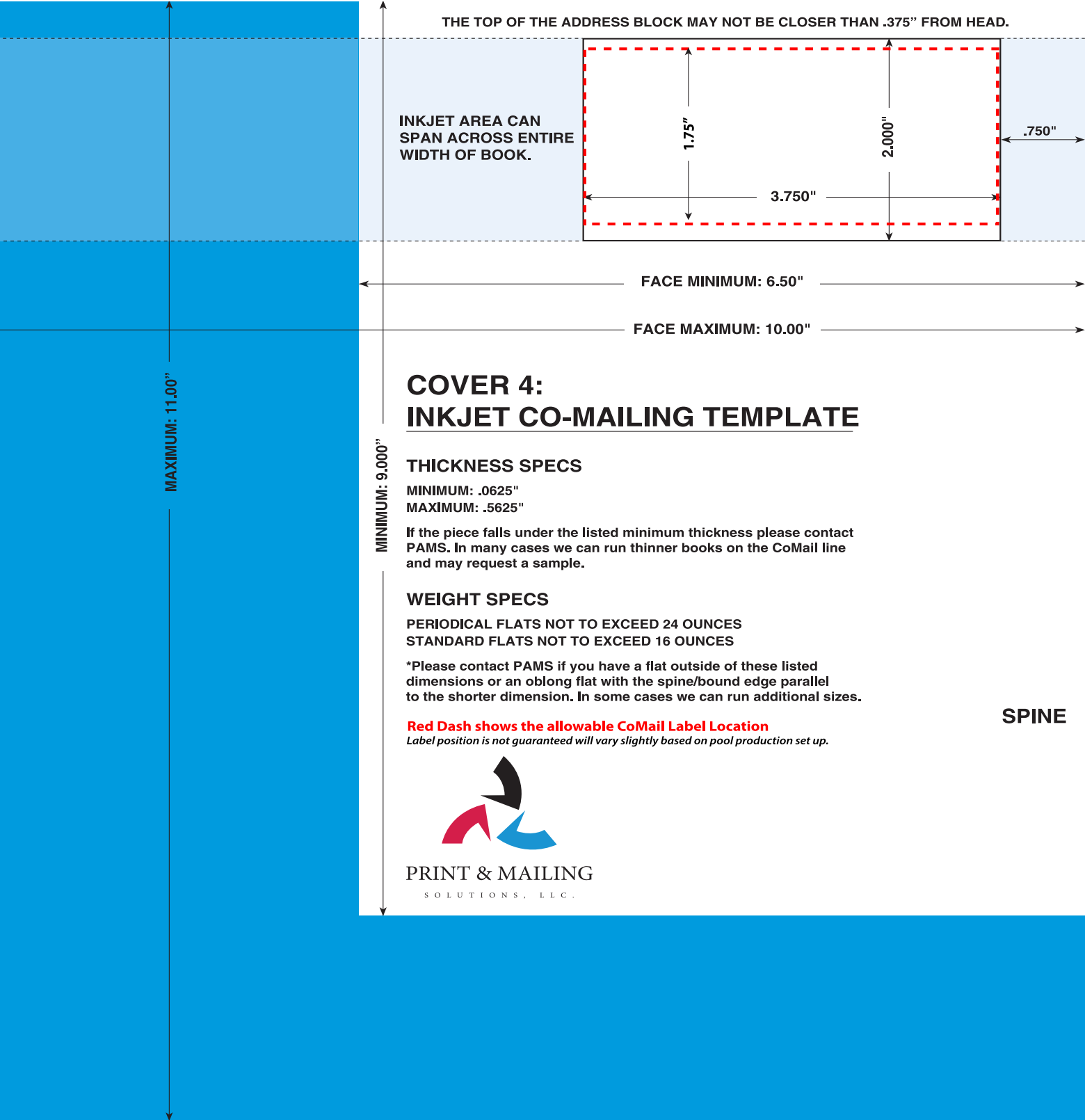
Periodical Flat Maximum: 24 oz.  
Standard Flat Maximum: 16 oz.

## Front cover template:



# CO-MAIL

## Back cover template:



# POLYBAG

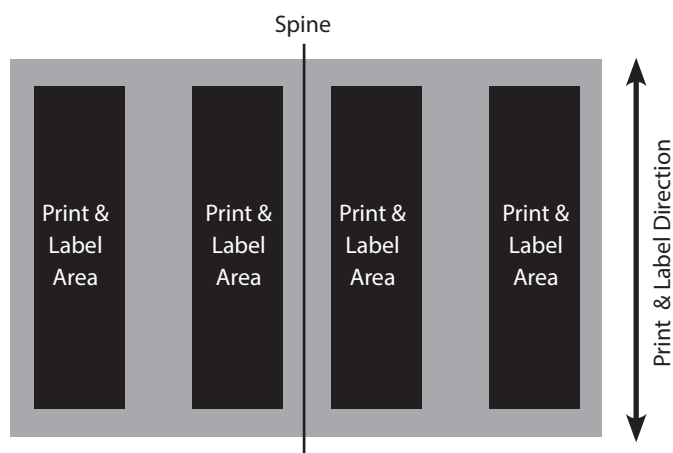
Royle's polybag equipment includes 9 pockets (host piece + 8 ancillary pieces). Any combination of 4 books and 5 onserts can polybag. Ancillary pieces must be the same size or smaller than the host piece. A single ancillary 2 page sheet must be at least 60# on coated stock or 75# on uncoated stock.

<i>Size</i>		<i>Spine to face</i>		<i>Head to foot</i>		<i>Thickness</i>	
<b>Minimum:</b>	6 1/4" x 4"	<b>Minimum:</b>	6 1/4"	<b>Minimum:</b>	4"	<b>Minimum:</b>	8 pages
<b>Maximum:</b>	15 3/4 x 12"	<b>Maximum:</b>	12"	<b>Maximum:</b>	15 3/4"	<b>Maximum:</b>	1 1/8"

# POLYBAG ADDRESSING

Inkjetting on book, inkjetting on polybag or inkjetting on 4" x 2" label applied to the poly material.

- Parallel to Spine (on poly only)
- No printing or label placement 3/8" from all outside edges
- No printing or label placement 2" on the front/back cover center
- Inkjet on 4"x 2" label OR inkjet on white stripe poly (white stripe poly requires a special order, which requires up to 6 weeks lead time. Please consult Royle CSR)
- 1 printer (BitJet) with 2" print bar



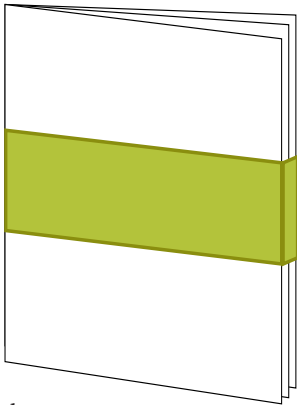
# BELLYBAND

## Attachment Options:

- **Single Glue** - the bellyband is glued to itself only. The bellyband will slide up and down on the book and can slide completely off. This option would require polybagging for mailing.
- **Double Glue** - the bellyband is glued to itself and then adhered to the publication on the back cover. The glue tac on the back cover adhering the bellyband to the book allows for this to mail through USPS without the need for a polybag.

## Host/Publication

Head to foot		Spine to face		Thickness	
<b>Minimum:</b>	5 1/2"	<b>Minimum:</b>	5 1/2"	<b>Minimum:</b>	3/32"
<b>Maximum:</b>	15 1/2"	<b>Maximum:</b>	11 3/4"	<b>Maximum:</b>	3/4"



## Belly Band

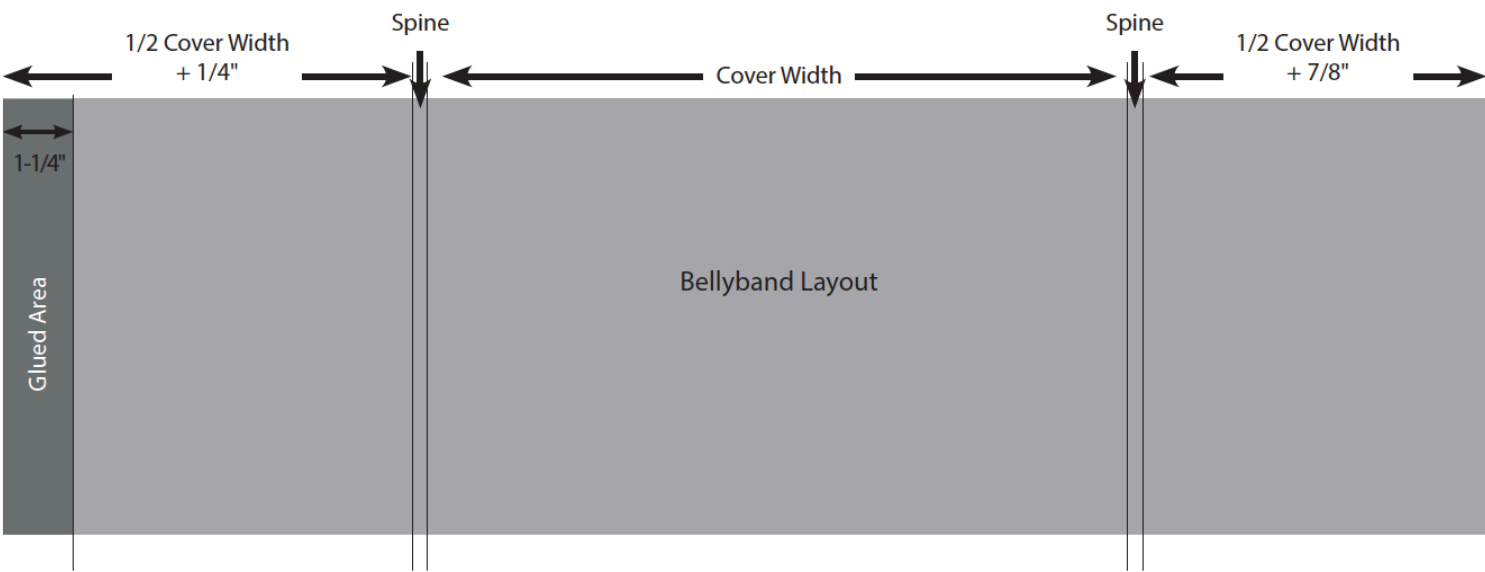
Head to foot		Spine to face		Thickness	
<b>Minimum:</b>	4 1/2"	<b>Minimum:</b>	9"	<b>Minimum:</b>	60# Book Weight
<b>Maximum:</b>	15 1/2"	<b>Maximum:</b>	25 3/4"	<b>Maximum:</b>	100# Book Weight

**Overlap:** Bottom Glued Area: 1 1/4"- will not see this area, background colors and images preferred, but text and main images will be covered. If printing 2 sides, the back side needs the corresponding area.

**Bleed:** 1/8" (Bleed around the edges of the file)  
From Trim: 1/4 from head & foot

Keep in mind that bellyband placement can vary up to 1/4"

Contact your Royle CSR for an interactive document that you can use to calculate bellyband and panel sizes!



# BIND-IN INSERT

## ***Insert Size***

**Minimum:** 4" x 4"

**Minimum:** Short (non-lap) side - 4"

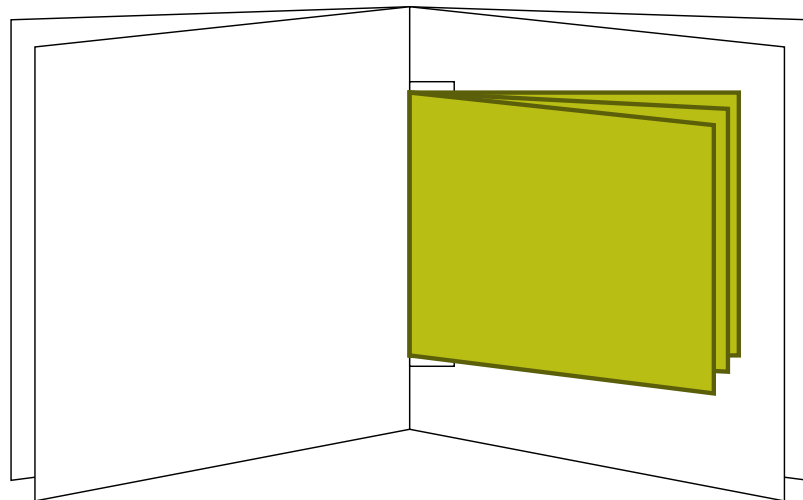
**Maximum:** Inserts must never exceed the size of the host signature. Any inserts larger than the final trim size of the publication must be pre-approved by Royle.

## ***Paper Stock***

**Minimum:** 45# Body Weight - 8 Page

50# Body Weight - 4 Page

60# Body Weight - 2 Page



## **Perfect Bound 2 Page Insert**

60# Body Weight minimum within book

100# Minimum Next to Cover

**Lap:** 3/8" high folio or 3/8" low folio will be required depending on the jog direction of the host piece. Head and/or foot trim can vary depending on host piece. Please consult Royle for specs.

Any perforations on the fold must be light. Please furnish all bind-in inserts folded once. Quarter folded inserts must be pre-approved.

Bind-ins without a lap will be subject to additional charges as they may require a vacuum open pocket.

Bind in inserts that are designed to be smaller than the final piece must be at least 1/4" smaller than the final trim size and have the appropriate head and/or foot trim.



# BLOW-IN CARD

## Saddle Stitch Host - 1 Position Up to 2 Blow-ins

Host/Book (Min. Size)

Card (Min. Size)

Card (Max. Size)

**Head to foot:** 9"

**Head to foot:** 3 1/2"

**Head to foot:** 6" or 4" less than head to foot of final trimmed book (whichever is smaller)

**Spine to face:** 6"

**Spine to face:** 5"

**Spine to face:** 6" or 2" less than width of final trimmed book (whichever is smaller)

Binds to head, blow-in card would fall on low folio pages. Binds to foot, blow-in card would fall on high folio pages.

Note: Blow-in card cannot be placed at center-spread and must fall between signature breaks.

**A/B Splits:** When alternatively inserting two different cards for A/B split applications, the maximum single card size is 6" 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 to meet USPS regulation. Exceeding either dimension must be 9 pt. in thickness. Height and width are determined by address and indicia orientation. Keep perforations light.

A minimum of 5 pt./100# text in thickness is required for cards **not** intended for USPS processing.

## Perfect Bound Host - 2 Positions up to 4 Blow-ins

Host/Book (Min. Size)

Card (Min. Size)

Card (Max. Size)

**Head to foot:** 9"

**Head to foot:** 3 5/8"

**Head to foot:** 6.5" or 3" less than head to foot of final trimmed book (whichever is smaller)

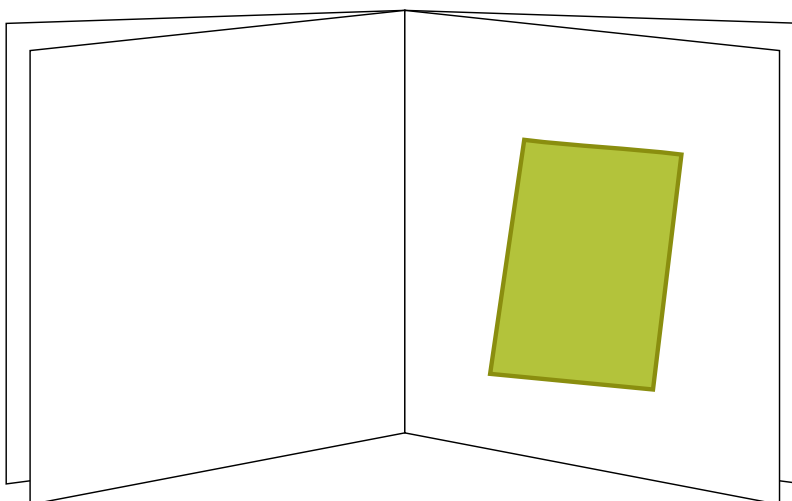
**Spine to face:** 7"

**Spine to face:** 4 1/4"

**Spine to face:** 6.5" or 3" less than width of final trimmed book (whichever is smaller)

**Minimum Card Weight:** 5 pt. or 7 pt. if intended for USPS processing (ie: business reply card)

**Maximum Card Weight:** 10 pt. (80# Gloss Cover Stock)



# COVER WRAP

## **Full Wrap:**

The overall size for a cover wrap must not exceed height and width of host signature. If the wrap is to be smaller than the publication, it cannot be more than 3/4" shorter in height and width. Wraps must be furnished with the proper binding lap and trim allowances. Publications over 80 pages may require additional bleed allowance.

**Saddle stitch cover wraps:** Minimum of 50# stock

**Perfect bound cover wraps:** Minimum of 80# stock

## **Partial Wrap:**

The partial cover wrap cannot exceed the width of the host piece. The minimum height of the wrap is half the height of the host.

If the partial wrap is within 3/4" from edge of the host piece and has two stitches, the piece can be mailed without being polybagged or tabbed.

**Saddle stitch cover wraps:** Minimum of 50# stock

**Perfect bound cover wraps:** Minimum of 80# stock

# ENVELOPE INSERT

**Fold & Float between Signatures Insert:** (Figure 1) Can use square flap and commercial flap envelopes

**Bind-In Insert:** Can only use square flap envelopes

**Lap:** 3/8" high folio or 3/8" low folio will be needed depending on the jog direction of the host piece. Head and/or foot trim can vary depending on host piece. Please consult Royle for specs.

Note: Envelope should be supplied with flaps folded down. Please note anything beyond these parameters must be reviewed and approved by your Royle CSR.

Length: Minimum 4"

Width: Minimum 4"

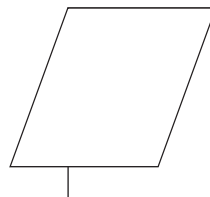
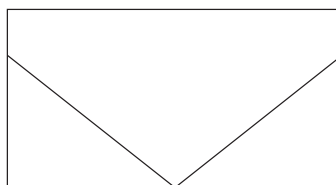
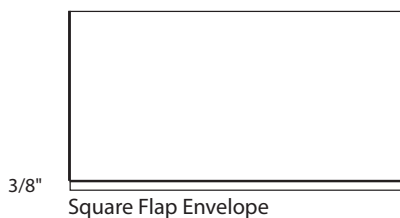


Fig. 1  
Fold & Float Insert



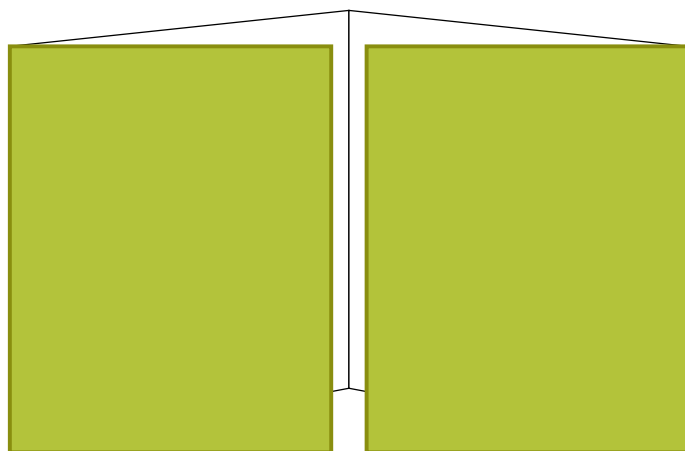
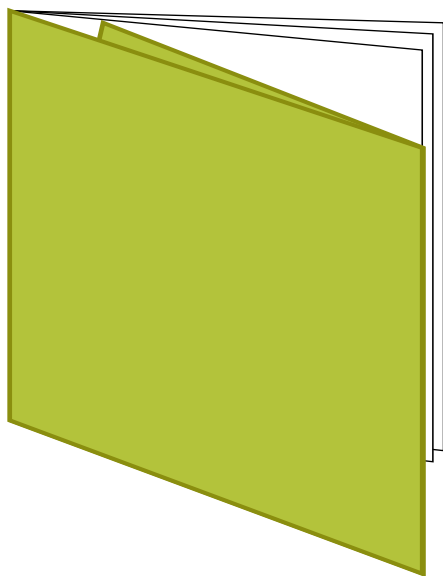
# GATEFOLDS

Royle can print gatefolds or double gatefolds on the front and back covers and inside text. The final size of the gate must be at least 1/4" shorter than the face of the book.

Depending on the length of the gate and the stocks used, glue tacking may be necessary.

*If Perfect Bound*- Double Gate must be glue tacked. Glue tack may be in final piece depending on trim size of piece.

Please contact your Royle CSR for proper panel specs. Royle provides interactive gatefold template documents that provide you with all the specs and the layout specific to your project.

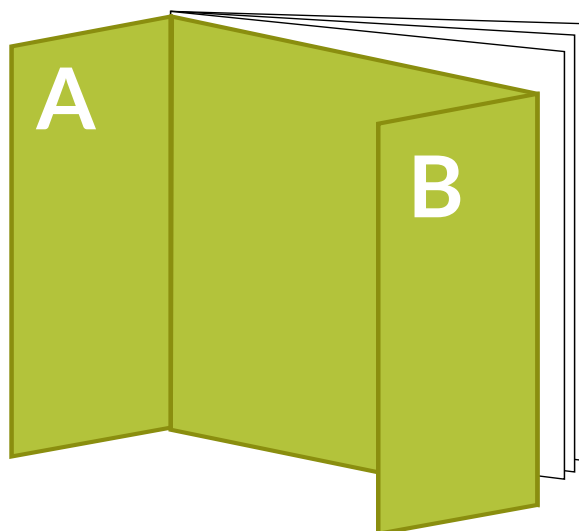


# BARN DOOR COVER

Panel A will overlap with Panel B by approx. 3/8". Processes can vary by 1/8 inch.

If mailing, panels will need a wafer seal or the project will need to polybag.

Please reach out to your Royle CSR an interactive template that provides all specs and file name requirements.



# REPOSITIONABLE NOTE ("POST-IT NOTE")

Head to foot

Spine to face

Roll

**Standard:** 3"

**Standard:** 3"

**Core:** 3" Diameter

**Maximum:** 4"

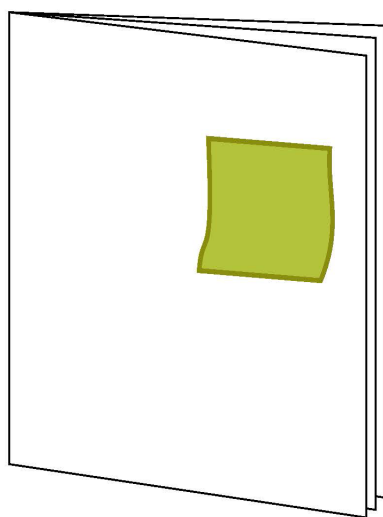
**Maximum:** 4"

**Maximum:** 12" Diameter (includes core)

**Unwind Direction:** Varies depending on placement and direction of the label in the host piece.

Note: See postal specs for placement <https://pe.usps.com/text/dmm300/202.htm#ep1085575>

When deciding on the location of the post-it note, keep in mind that the placement can vary around 1/4". It can be placed on the outside front or back cover. It can also be placed on the front or back of a signature break (i.e. the first page after the cover), but not anywhere else on the signature.



# DOT WHACK STICKER

Head to foot

Spine to face

Roll

**Minimum:** 2"

**Minimum:** 2"

**Core:** 3" Diameter

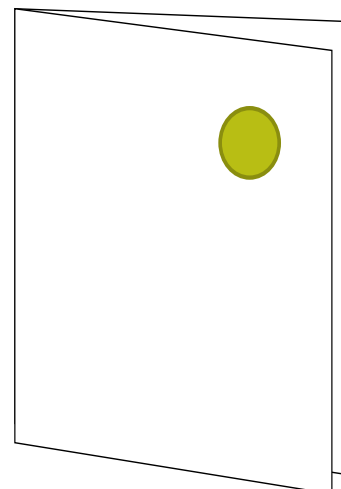
**Maximum:** 4"

**Maximum:** 4"

**Maximum:** 14" Diameter (includes core)

**Unwind Direction:** Varies depending on placement and direction of the label in the host piece. Please contact Royle for proper specs.

When deciding on the location of the dot whack label, keep in mind that the placement can vary around 1/4". It can be placed on the outside front or back cover. It can also be placed on the front or back of a signature break (i.e. the first page after the cover), but not anywhere else on the signature.



# TIPPING

## Tipping Process Specs

- 6 page inserts must be supplied as a closed gatefold or requires the single sheet be glued into the center spread of the insert.
- Perforations must not exceed 50% of the linear dimension and should be at least 1/2" from the gutter in order to insure the ability to run.

## Glue Option

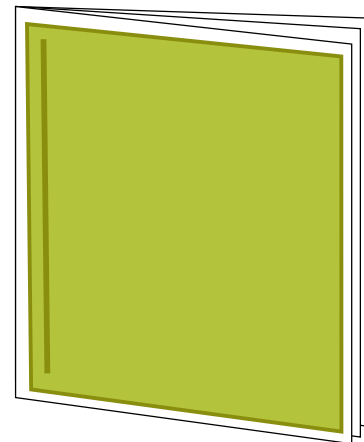
**Fugitive Glue** - This is peelable glue, which will allow the insert or card to be removed from the main piece.

## Spoilage

The quantity of tips (inserts) supplied for each issue should be no less than 5% above the print order.

## Specialty Tips

Inserts with special effects (die cuts, rough surfaces, etc.) can be tipped to the front of the signature only. Any variations are subject to prior approval. Specialty tips may incur additional charges.



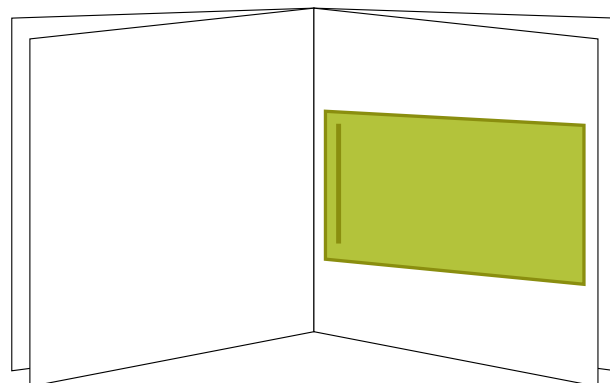
## Main/Host

**Spine to face Minimum:** 6 1/2" **Head to foot Minimum:** 7"

**Spine to face Maximum:** 12" **Head to foot Maximum:** 16"

**Thickness Minimum:** Single Sheet Card Stock .007  
Single Sheet 80# book weight

**Thickness Maximum:** 1/2"



**Tip** - Should be 1/2 inch smaller than host to account for standard variation

**Spine to face Minimum:** 5" **Head to foot Minimum:** 4"

**Spine to face Maximum:** 12" **Head to foot Maximum:** 16"

## Minimum & Maximum Stock Weight for Tips:

**4pg tips- Min:** 50# **Up to 16pgs- Min:** 40#

**4pg tips- Max:** 80# **Up to 16pgs- Max:** 70#

**Up to 8pg tips- Min:** 40# **Above 16pgs- Min:** 40#

**Up to 8pg tips- Max:** 80# **Above 16pgs- Max:** 70#



# BELLYTIP

## Glue Option

**Fugitive Glue** - This is peelable glue, which will allow the insert or card to be removed from the main piece. The bellytip contains two strips of glue vs. 1. A bellytip can mail on its own without a polybag due to the two strips of glue.

## Spoilage

The quantity of tips (inserts) supplied for each issue should be no less than 5% above the print order.

## Main/Host

**Spine to face Minimum:** 6 1/2" **Head to foot Minimum:** 7"

**Spine to face Maximum:** 12" **Head to foot Maximum:** 16"

**Thickness Minimum:** Single Sheet Card Stock .007  
Single Sheet 80# book weight

**Thickness Maximum:** 1/2"

**Tip** - Should be 1/2 inch smaller than host to account for standard variation

**Spine to face Minimum:** 5" **Head to foot Minimum:** 4"

**Spine to face Maximum:** 12" **Head to foot Maximum:** 16"

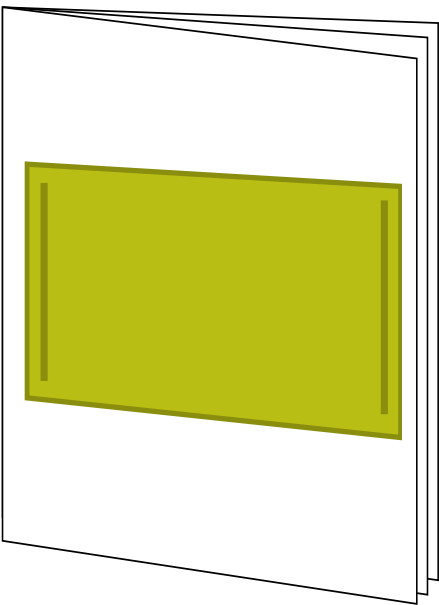
## Minimum & Maximum Stock Weight for Tips:

**4pg tips- Min:** 50# **Up to 16pgs- Min:** 40#

**4pg tips- Max:** 80# **Up to 16pgs- Max:** 70#

**Up to 8pg tips- Min:** 40# **Above 16pgs- Min:** 40#

**Up to 8pg tips- Max:** 80# **Above 16pgs- Max:** 70#



# SUPPLIED INSERTS

All supplied inserts must be approved prior to large insert shipment by sending one insert to your Royle CSR.

All inserts must be palletized. A packing list must be included with all shipments and include the following information:

- Customer Name
- Royle Job Number
- Issue Date
- Item Description/Version Info
- Weight
- Total Quantity
- Quantity per Carton
- Total Skid Number

Pallet identification on at least 2 sides includes:

- Customer Name
- Royle Job Number
- Issue Date
- Item Description/Version Info
- Net Weight
- Quantity
- Number of Cartons and Qty Per Carton
- Skid Number
- Supplier's Name, Address and Phone Number

Affix a sample to each side of skid.

## ***Bulk Packing in skid container***

- All inserts must be brick stacked in 6" lifts with all lifts facing same direction.
- Lifts must be separated by chipboard for additional protection.
- Multiple versions must be in separate containers.

## ***Carton Packing***

- Carton packing should be used when the nature of product will not allow for brick stacking or additional protection of the product is required.
- Multiple versions may be placed on the same pallet if cartons are clearly marked and identified, 1 of \_\_\_\_, with a sample attached to each carton.

## ***Pallets***

- Pallets cannot be larger than 40" x 48" and not packed higher than 48".
- Pallets must be waterproof wrapped and securely banded.
- Pallets not to exceed 2,000 lbs/gross.

## ***Deadlines***

- All furnished inserts are due at Royle five (5) working days prior to scheduled printing date.
- Inserts arriving 30 days prior to the binding date will be placed in inventory with a storage fee billed to Royle's customer.
- Any inserts delivering less than 5 days prior to printing date must be pre-approved by the Royle CSR.

## ***Receiving***

- The plant will receive materials Monday through Friday (6 AM to 9 PM CST). Receiving Office Line (608) 834-3623.

## ***Customer Furnished Paper***

- Roll paper must be supplied on 3" cores
- Outside Diameter (OD) not to exceed 50"
- Delivery appointments must be made in advance by calling (608) 834-3623 or by emailing [receiving@royle.com](mailto:receiving@royle.com).
- Royle receives roll paper at our Success Way location, 1750 Success Way, Sun Prairie, WI, 53590.

# SUPPLIED INSERT SPOILAGE

	MR Cutoffs	Run %
<b>Inside Tip - Saddle Stitched</b>		
0-50M Books	850	7.00
51M-100M Books	750	6.00
101M-200M Books	750	5.75
201M Books - Above	750	5.25

## **Inside Tip - Perfect Bound**

0-50M Books	900	7.00
51M-100M Books	800	6.00
101M-200M Books	800	5.75
201M Books - Above	800	5.25

## **Outside Tip - Saddle Stitched or Perfect Bound**

Any quantity	500	4.00
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## **Bellyband - Saddle Stitched or Perfect Bound**

Any quantity	200	3.00
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	MR Cutoffs	Run %
<b>Blow-In - Saddle Stitched</b>		
0-50M Books	350	3.00
51M-100M Books	250	2.00
101M-200M Books	250	1.75
201M Books - Above	250	1.25

## **Blow-In - Perfect Bound**

0-50M Books	400	3.00
51M-100M Books	300	2.00
101M-200M Books	300	1.75
201M Books - Above	300	1.25

## **Mailing - Saddle Stitched or Perfect Bound**

Any quantity	50	1.00
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If co-mailing please contact your Royle CSR to confirm quantity, additional spoilage may be required.