



BOUND INSERTS

(BIND-INS) PERFECT BINDING

A BIND-IN IS AN INSERT THAT IS BOUND TO THE SPINE OF A PUBLICATION. A MAGAZINE OR CATALOGUE WILL USUALLY FALL OPEN AT PAGES THAT FEATURE BIND-INS, ESPECIALLY WHEN THE BOUND INSERT IS PRINTED ON STIFFER PAPER, THUS ATTRACTING THE READER'S ATTENTION.

Solisco offers insert printing services. For more information, please contact your account manager. However, if your clients provide their own printed inserts, here are the required technical specifications.

SIZE

Safety margin (without text)

$\frac{3}{8}$ inch inside the crop marks/spine

Bleed

$\frac{1}{8}$ inch all the way around the crop marks

Binding cuts

$\frac{1}{8}$ inch cut at head or foot only

Bind-in is attached at

Head or foot

Perforations

At least $\frac{3}{8}$ inch from spine (+ $\frac{1}{8}$ at the spine = $\frac{1}{2}$)

Minimum insert size

$4 \frac{3}{16}$ inches wide x $4 \frac{3}{16}$ inches high (+ binding cuts)

Maximum insert size

Cannot be larger than the finished publication (+ binding cuts)

PAPER

Insert 2 pages

Minimum: Offset 140M/Coated 160M

Maximum: 15 pts

Insert 4 pages

Minimum: Offset 120M/Coated 120M

Maximum: 7 pts

Insert 8 pages

Minimum: Offset 80M/Coated 100M

Maximum: Offset 120M/Coated 140M

Insert more than 8 pages

Minimum: Offset 80M/Coated 100M

Maximum: Check with our Production Department

Return card insert

Offset 150M 7pts

Please note Stapled inserts are not accepted. If the bind-in is for insertion between the C2 and the first section of the magazine, certain restrictions will apply with regard to paper thickness and/or size for quality reasons.

Before an insert is created, printed or delivered, a sample must be sent to Solisco for approval, on the same paper that will be used for printing. Contact your project manager or account manager for details.