



## LOOSE INSERTS

(BLOW-INS) SADDLE-STITCHED BINDING

A BLOW-IN IS A LOOSE INSERT THAT SLIDES OUT AS THE PAGES ARE TURNED, MAKING IT HARD TO MISS. IT IS OFTEN USED FOR SUBSCRIPTION CARDS, CONTEST BALLOTS AND OTHER DOCUMENTS THAT ARE MAILED IN.

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

#### Magazine size

Client's specifications

#### Minimum insert size

3 1/2 inches wide x 3 1/2 inches high

#### Maximum insert size

8 inches wide x 9 inches high\*

\*The insert must be at least 4 inches smaller in width and height than the final format of the magazine. (2 "left, 2" right, 2 "top and 2" bottom)

### PAPER

#### Insert 2 pages

Minimum paper : 7 pts

Maximum paper : 12 pts

#### Insert 4 pages

Minimum paper : 140M

Maximum paper : 12 pts

### ADDITIONAL SPECIFICATIONS

With Solisco, you have the option of inserting two blow-ins. However, they must be inserted in the same place in the flyer.

If blow-ins are not provided in finished size, a cropping fee could apply in addition to our standard insert rate.

If your insert is larger than the maximum dimensions specified, Solisco is not responsible for any damages that might occur during the final cropping of the magazine.

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.