

2011 *Consultant* INSERT SPECIFICATIONS

(Effective January, 2011)

<http://mediakit.ubmmedica.com>

As a member company of The Association of Medical Media (AMM), *Consultant* utilizes the guidelines established by the AMM in accepting supplied inserts for publication.

Inserts are to be supplied printed, folded, untrimmed and ready for binding.

Ship folded to **8" x 11"**. Book is jogged to the head. Head trim is 1/8" fixed. Allow 1/8" for perfect-bind grind-off of spine. Keep live matter 3/16" from gutter and 1/4" from head, foot and outside trimmed edges. Final trimmed size of our magazines is **7-3/4" x 10-3/4"**.

The stock weight is to be governed by that which is commonly available in a .004" thick sheet coated or uncoated. No device other than varnishing may be used to make stock heavier or less flexible than as sold by its manufacturer. Short-cut or gatefold inserts are not acceptable. Staple binding is not acceptable. Supply either head-in folded (aka closed head) or glued signatures.

INSERTS AND STOCK SAMPLES MUST BE SUBMITTED FOR APPROVAL FAILURE TO COMPLY MAY RESULT IN REJECTION OF INSERT

QUANTITIES REQUIRED (includes spoilage):

Consultant full run: 280,000

Consultant PCP Demo: 194,000

Consultant NP/PA (aka Clinicians) Demo: 91,000

SHIP TO: *Consultant/month of issue*
Fry Communications, Inc.
Building 3
Attn: Michelle Zeiders
15 Pleasantview Road
Mechanicsburg, PA 17055

- **Carton packing preferred. Mark with quantity, journal name and date of issue. Affix samples of insert to all four sides of a skid.**
- **All material must be supplied on a skid dimension of 40" x 48" 4-way pallets. Each pallet must not exceed 42 inches in height. It must adequately wrapped and banded.**
- **Packing slip required.**
- **Shipments with multiple issues must be packed separately.**
- **Inserts are due at Fry Communications, Inc. by the 15th of the month prior to issue date.**
- **To ensure acceptance of delivery, please call Fry Communications, Inc. at 1-800-334-1429 ext 1376 for delivery appointment.**