

2010 INSERT SPECIFICATIONS

(Effective January 2010)

<http://mediakit.cmpmedica.com>

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

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 or glued signatures.

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

- Carton packing preferred. Mark with quantity, journal name, and date of issue.
- Packing slip required
- Each skid must have a minimum of the following information:
 - Publication name
 - Issue Date
 - Skid count/carton count/total count on manifest
 - Samples affixed to all four sides of skid
- Recommended skid size is 36" wide, 48" long, 48" high
- Shipments for multiple issues must be packed separately.
- Inserts are due at RR Donnelley by the 10th of the month prior to issue date for Drug Benefit Trends.

FULL-RUN QUANTITIES REQUIRED (includes spoilage)

Drug Benefit Trends (DBT): 36,000

SHIP TO:
NAME OF JOURNAL/month of issue
c/o RR Donnelley
100 Banta Road
Long Prairie, MN 56347
Attn: Bob Toews