



Valpak Direct Marketing Systems, Inc. (VPDMS)

Contact Your Valpak Representative To Ensure Processing Requirements

FOR VPDMS USE ONLY

AM/CSR: _____

Approved Date: _____

By: _____

SUPPLIED INSERT SPECIFICATIONS & ORDER SUBMISSION FORM

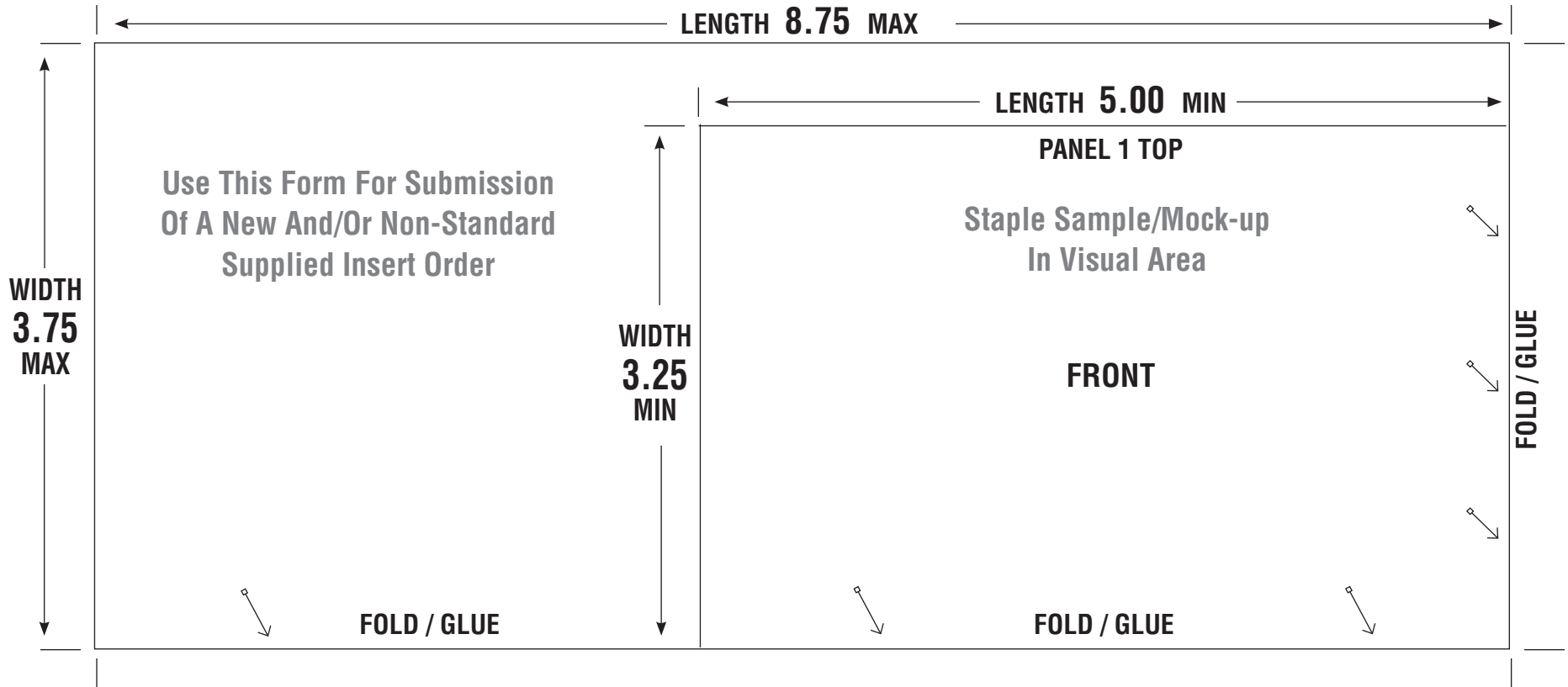
Order#: _____ (10 digit #) Client Name: _____

Print Vendor: _____ (Please provide the print vendor with Supplied Insert Specifications) See page 2 for important Print Vendor Registration Information

Valpak Of: _____ Job #: _____ First Mail Date: _____ Total Mailing Qty: _____ (100m minimum)

Supplied Insert Type: [] Coupon [] Business Reply Card [] Flyer - # of Panels: _____ Must be delivered folded: letterfold only [] Booklet (spine glued only) # of Panels/Pages: _____ [] Other* _____ Note any format feature/characteristics (i.e., perforations, scores, die cut, etc.) above and on mock-up sample

Insert Dimensions:: Length: _____ Width: _____ Thickness: _____ (if flyer, folded thickness)



NOTE: Advertising inserts supplied by the Client, must meet all requirements set forth by VPDMS and the USPS. If, upon inspection by VPDMS, Client Supplied Inserts do not meet requirements, VPDMS may, in its sole discretion:

- 1) Return or dispose of the non-conforming Supplied Inserts, or
2) Mail the non-conforming Supplied Inserts

In either case, any failure by Client to meet the specifications set forth herein, may result in additional charges. Examples, but by no means an all-inclusive list, of additional charges for failure to meet specifications are:

- Shipping Costs • Storage Costs
• Disposal Costs • Repackaging, additional banding and service fees.

*See pg. 2 for Supplied Insert Specifications. *See pg. 3 for Packaging & Freight/Shipping Requirements.

Valpak Supplied Insert Specifications:

Supplied Insert Dimensions:

- Recommended - 8.25" length x 3.50" width (flat or folded)
- Maximum - 8.75" length x 3.75" width (flat or folded)
- Minimum - 5.00" length x 3.25" width (flat or folded)

Thickness/Paper Stock:

Format	Stock	
Minimum Thickness		
Single-panel Cardstock	0.007"/0.177mm	7pt - 1 panel
Multi-panel Coated (2-panel min.)*	0.0034"/0.08636mm	38# - 2 panel
Format	Stock & Panel Count Estimation	
Maximum Thickness		
Single-panel Cardstock	0.0091"/0.231mm	9pt - 1 panel
Multi-panel Cardstock*	0.020"/0.508 mm	7pt (2 to 3 panels) to 9 pt (2 panels)
Multi-panel Offset Bond*	0.020"/0.508 mm	50# (2 to 5 panels) to 80# (2 to 3 panels)
Multi-panel Coated*	0.020"/0.508 mm	38# (2 to 6 panels) to 80# (2 to 3 panels)

*when folded

Note: Basic paper stock must be same or consistent within the Order (Batch).

Material Quantity Requirement:

- 100m minimum per Order (Batch)
- A minimum of 3% 'good' overage is required to fulfill mailing requirements, 4% overage is recommended for approved booklets.

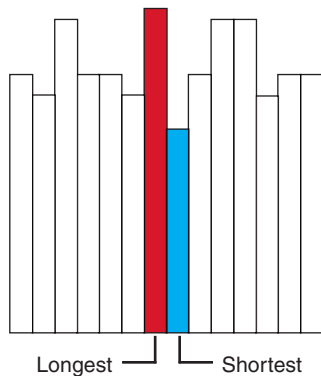
Non-Standard Supplied Inserts:

- Supplied Inserts that do not meet the Standard Specifications must be reviewed for approval. Non-Standard formats include the following and is not an all-inclusive list:
 - Die Cut
 - Mylar Plastic
 - Magnet
 - Booklets
 - Peel-Off
 - Varnished Stock
- Of Variable Thickness
- Perforated/Scored
- Mixed versions of creative per Order (Batch)

Print Vendor Registration Information

VPDMS, Inc requires each Print Vendor to contact our Supply Chain Inbound department, prior to printing, to ensure our Valpak Manufacturing Center's product specifications are understood and therefore will result in submission of conforming material. This includes a registration process where each print vendor will receive a unique Printer Identification Number that will signify acknowledgement of VMC's specifications. The Printer Identification Number will be required to be placed on Bill of Ladings/manifests, pallet placards and boxes/carton ID labels. Please email SupplyChainInbound@valpak.com with the request to be registered, include your print vendor contact name and telephone number. Based on date email is received, contact with print vendor will occur by next business day.

Insert Variances



Visual A Length Variance Example

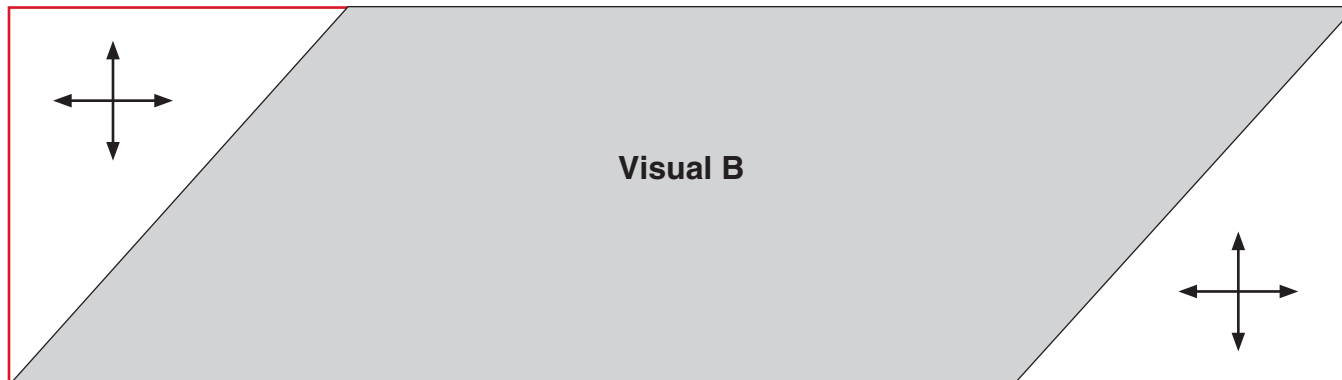
Insert variance within the stack is determined by measuring the length of the **longest piece** and measuring the length of the **shortest piece** and comparing the two. The variation of length within the stack must be no greater than:

Single Panel: 0.04 in / 1.0160mm
 Multi Panel (flyer): 0.0625 in / 1.5875mm
 (This also applies to width variances)

Insert Variances:

- Material must be flat* and square
 *curled, scored, perforated material is not considered flat
- Piece cannot have variations in length & width, by Order (Batch)
 as noted: (See visual A for example of length variance)
 Single Panel = 0.04 in / 1.0160mm Multi Panel (flyers) = 0.0625 in / 1.5875mm
- Piece cannot vary by more than 0.02 in. / 0.5080mm across either parallel side (See Visual B)

Note: All material will be inserted at VPDMS' discretion (logo side facing out or to accommodate machine requirements)



Visual B

Piece cannot vary by more than 0.02 in / 0.5080 mm across either parallel side

Valpak Packaging and Freight/Shipping Requirements:

Carton/Boxing Requirements

1. Carton size should have 2 dimensions that do not exceed 16" (i.e., 16"x16"x20").
2. Material is required to have a 3% overage, 4% overage recommended for approved booklets.
3. Each version of an insert must be boxed separately and labeled with the unique Valpak Order Number and carton quantity
4. Material within each carton:
 - a) Must lay flat in carton (horizontally)
 - b) Must be orientated in the same direction
 - c) Must not be over or under packed so as to avoid damage and/or movement of material
5. To prevent nesting of Flyers, they must be paper banded and/or with dividers between stacks/layers
6. Carton count must be consistently identical across the order (i.e., Carton 1 - Qty. 5150, Carton 2 - Qty. 5150)
7. Maximum carton weight must not exceed 40 pounds
8. Carton must be tape or glued closed, NO staples

Pallet Requirements

1. Wooden GMA Pallets (40" x 48") are required
2. Do Not mix cartons of insert versions on a pallet, each pallet must be labeled with the unique Valpak Order Number and Pallet Quantity
3. Standard Shipping requirements must be met:
 - a. Acceptable loads are 40" wide x 48" deep x 60" tall (including the wooden GMA pallet)
 - b. Maximum gross weight for a pallet is 3000 lbs.
 - c. Cartons must not extend beyond the edges of the pallet
4. Plastic pallets will not be accepted
5. Pallets must be cross banded or stretch wrapped to avoid shifting and must not deform cartons or contents

The following identification information is required to be listed on each box and pallet.

- **Valpak Order Number (10 digit #)**
- **Quantity per Carton**
- **Quantity per Pallet**
- **Printer Identification Number:**

*See page 2 for Print Vendor Registration Information

Freight/Shipping Requirements (Collect Shipments are not accepted)

Non-Freight Shipments from Delivery Services such as DHL, UPS, FedEx, etc. can only be used when the material quantity does not exceed 103,000. Shipments of this type do not need to meet the requirements listed below. However, the carton identification information is required to be listed on each carton (see Carton and Pallet identification information) as well as the number of cartons (i.e., 1 of 3, 2 of 3, 3 of 3) *and the Printer Identification Number**.

1. A Bill of Lading, Shipping Manifest or Shipping Order must be received from the shipper for each delivery
2. The Bill of Lading, Shipping Manifest or Shipping Order must include:
 - a. the Valpak Order # (10 digit #)
 - b. Printer Identification Number*
 - c. a description of the material
 - d. total number of cartons
 - e. total number of pallets
 - f. total weight
 - g. 20 samples of the printed insert attached in separate envelope by Order (Batch)
3. Different versions of material shipped together must be identified individually on the order with same information as above
4. A delivery appointment is required to be scheduled 48 hours prior to the delivery vehicle arriving
5. Unscheduled deliveries will be required to wait until there is an opening, penalties incurred due to delays will be the sole responsibility of the print vendor/client

Material Due Dates

Contact your Valpak Representative for valid material due dates.

Valpak Shipping Address for Supplied Inserts:

Valpak Manufacturing Center:

VALPAK DIRECT MARKETING SYSTEMS, INC.

1 Valpak Avenue North

St. Petersburg, FL 33716

Call to schedule delivery: (727) 568-4594