

MailSouth's Shared Mail Specifications Guide



mailsouth[®]
advertising that hits *home*.[®]

***Our state-of-the-art
facilities optimize
efficiency & accuracy,
so advertising
is delivered
ON-TIME and
ON-TARGET!***

In order for MailSouth to provide excellent customer service, meet United States Postal Service requirements and maximize machine capabilities, we present you with these *material specifications and guidelines*. Enclosed are requirements for design, print and shipping of inserts.

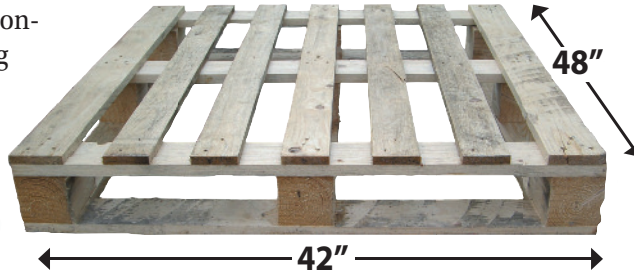
MailSouth assures you of the highest level of customer service and satisfaction. If there is a question or request not covered in this specifications guide, please contact our Sales, Client Services or Mailing Services departments.

www.mailsouth.com

Packing Requirements

Skids or Pallets

- All product loads must be placed on solid base non-returnable skids or pallets and have the following dimensions/specifications:
 - Maximum height (loaded) 4 ft.
 - Height (skids or pallets) minimum 4"
 - Maximum width 42"
 - Maximum length 48"
 - Maximum skid weight 2500 lbs.
 - Wooden, fiberboard or plastic construction only
- All skids or pallets, not boxed, must have required corner protection, be shrink-wrapped, have skid or pallet tops and then banded. No metal bands.
- Solid skid or pallet tops should conform in size with the base of the skids or pallets.
- Materials should be stacked not protruding beyond the limits of the skid or pallet. This practice will help to minimize damage from bands or damage incurred during transit.



Identification

- Each skid or pallet must display the quantity of that skid or pallet, and be accompanied by a Bill of Lading along with a packing slip.
- Each skid or pallet must have the material displayed or "flagged" with the piece name and version code.

Protection

- To prevent shifting or crushing of loads, all skids or pallets must be secured by:
 - corner guards • cross bands • stretch wrap or shrink-wrap

ALL DELIVERIES MUST BE PREPAID

Receiving Hours:

8:00am to 5:00pm, Monday through Friday

7:00am to 4:00am, two weeks prior to end-of-month In-Home Date

- Copy must be received at the appropriate facility 14 days prior to In-Home Date. Materials delivered to an incorrect MailSouth facility may be transferred to the correct facility at the customers expense.
- Alternate receiving times (weekends and after hours) can be arranged by appointment only. Contact your MailSouth sales associate or account manager for details. All appointments must be made with 24 hour advance notice.

- A protective skid or pallet cover (cardboard) should be placed on the skid or pallet before stacking materials, and another before topping to prevent damaged or curled material.
- Skidded materials should be well jogged, brickstacked on solid base non-returnable wooden skids or pallets. A sheet of cardboard should be used on every two to three layers (4" to 5"), depending on material thickness. This will keep the materials flat which is essential to the machine insertion process.
- Gaps between bundles or unsecured "lifts" in a tier should be avoided to prevent the sagging of the next tier. Lifts should span gaps in the tier to prevent the end of the lift from slipping into the gap. Material should be stacked counter-clockwise every two layers.
- The folded edges of all materials should be protected from damage at all times. This can be accomplished by turning all folded edges toward the center of the skid or pallet.
- In banding skids or pallets, the bands should be tight but not to the extent of damaging the skid or pallet top or pulling down and bending the top turn of the materials or pulling loose the flooring of the skid or pallet.
- Cartons must be used for envelopes or inserts containing partial pages or attachments. Cartons must be fully packed. All materials must be turned one way. Cartons should weigh no more than 40 pounds each.

All requests for outgoing shipments must be received by 2:00 p.m. local time. Requests received after the 2:00 p.m. deadline will be shipped out the following business day. All outgoing shipping requests must be submitted through your MailSouth Account Manager.



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Material Requirements

Materials used in our program will be required to have the correct width, length and thickness for insertion. In order to simplify your understanding of our requirements, we have divided them into three categories-

Material Specs, Oversized Materials, and Non-Standard Materials.

- Material Specs** - This category sets forth standard requirements of MailSouth copy sizing. The template pictured below will assist you with understanding MailSouth's Material Requirements. The material specs category needs no prior approval, requires no additional charge and is machinable. Maximum size for materials in this category is 8 1/2" x 11 1/2".
- Oversized Materials** - When inserts arrive larger than MailSouth's Material Specs, it requires extra handling and affects machine productivity. All materials in this category will require an additional \$2.00/m processing surcharge.
- Non-Standard Materials** - Consists of all inserts with unique design or inserts larger than MailSouth's Oversized Material specifications. Some examples are listed below. These unique inserts will require prior approval and specific production rate quoting. All unique designs will require a minimum of 500 pieces forwarded to Mailing Services for testing prior to rate quoting. Packing instructions for materials accepted in this category should be pre-approved by MailSouth. Due to MailSouth machine limitations, inserts larger than 13 1/2" can't be processed. Submit samples to your MailSouth account manager for evaluation and testing.

Non-Machinable Items:

- Paper Bags (unless prior approval is obtained)
- Side-stitched material (saddle-stitched is acceptable)
- Pre-nested material (unless prior approval is obtained)
- Padded items
- "Z" folded material
- Magnets

Paper Stock Requirements

- Minimum thickness (single sheets) 0.003"
- Newsprint (multipage) 30 lb. or greater
- Single Sheet (coated or uncoated) 50 lb. or greater
- Reply Card (cardstock) 7 pt. thickness or greater

Envelopes, Consumer Sample Packets, Coupon Books, Perforated Material, etc.

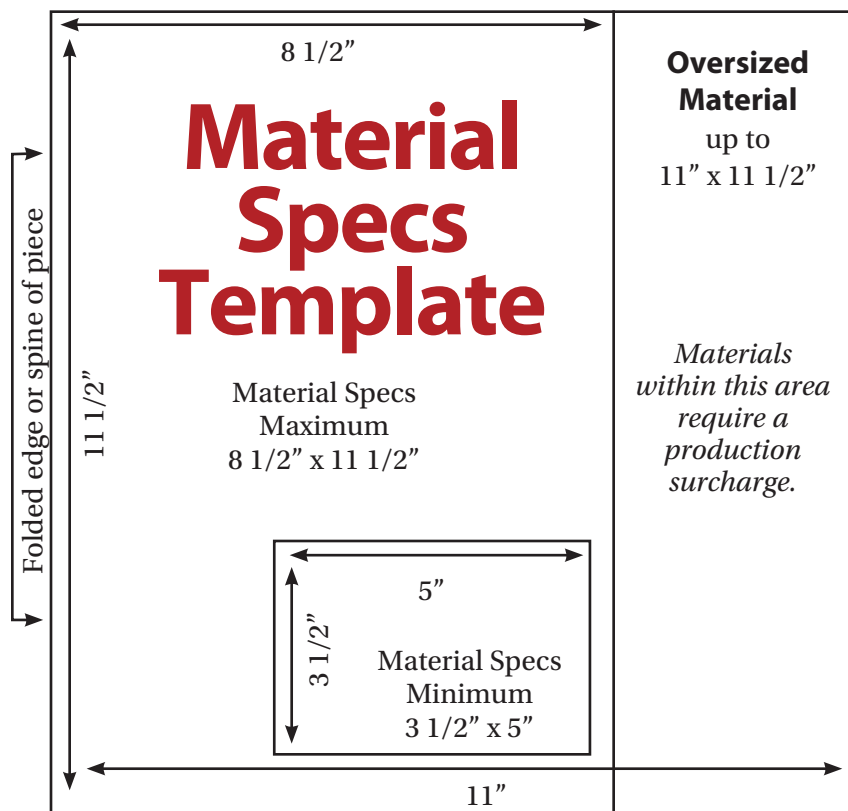
- All should be submitted for evaluation and testing. A minimum of 500 pieces must be provided for testing.
- It would be to the advertiser's benefit to contact MailSouth for packing directions on these materials.

Acceptability

At MailSouth's option, all materials are subject to review prior to acceptance. Advertisers agree to be charged for any additional expense incurred by MailSouth for handling Non-Standard Materials.

Overrun Percentages

If printed material is perpetual (used more than one In-Home Date) please double percentages from chart below.



Non-Standard Materials

Any other unique design that differs from our Material Specs or Oversized Material specifications. Must have prior approval and prior rate quoting.

- Coupon Books
- Envelopes
- Bumper Stickers
- Magnets
- Product Samples
- Perforated Pieces
- Gate Folds
- Non-flexible Materials
- Tipped on Samples
- Pre-Nested Materials
- Die Cuts
- Side Stitched Material
- Bags

Required Overrun Percentages:

.....	
0 - 25,000 pieces	5%
.....	
25,000 - 40,000 pieces	4%
.....	
40,000 - 75,000 pieces	3%
.....	
75,000 + pieces	2%

Quality Control Procedures

Listed are some of the many quality control procedures that occur prior to every mailing:

- All inserts received by MailSouth are weight verified, checked for version code accuracy and assigned an inventory control location.
- After the inserts are received by MailSouth, the Quality Control Staff verifies accuracy of received piece weights and data entry related to the inserts.
- All samples of multiple version pieces or complicated versioning are placed on the Production Quality Control Board for easy access and accuracy.
- Prior to starting each production job, material samples are checked by MailSouth machine operators. These samples are verified by versions and client to the production work orders.
- The first 25 mail packets produced of each job are checked for accuracy by quality control shift leaders.
- Quality control personnel continue to verify version codes throughout the production process.
- After a production job is completed, all pallets are labeled for post office destination and forwarded to MailSouth's mailroom. Mailroom personnel complete final quality control inspections.
- Each job is then verified on site by a United States Postal Service employee. All sample packets are retained for internal and postal audits.
- Each United States Post Office is notified in writing of delivery expectations prior to the first day of our In-Home Date.
- MailSouth personnel monitor timely delivery by contacting the United States Postal Service during the scheduled In-Home Dates.

General Requirements

Copy Deadlines

- Copy must be delivered within MailSouth copy deadlines. Failure to comply may result in an additional charge or missing the desired mail date.

Early Copy Restrictions

- Copy should arrive no earlier than 25 days before the In-Home Date. Space requirements prohibit MailSouth from storing materials for more than two consecutive In-Home Dates. Materials remaining at MailSouth for a period longer than two consecutive In-Home Dates will incur a skid or pallet placement storage fee.

Count Verifications

- Material counts will be verified by weight.
- MailSouth assumes responsibility for the accuracy of counts only for turnkey materials printed through authorized MailSouth print vendors.

Version Coding

- All materials must contain a unique version code—a series of letters and numbers that identify each version of the advertisement for proper mailing distribution. All versions must be skidded or palletized separately. Version codes should be printed plainly on each mailing and made up of a minimum of 1 character and a max of 15 characters. Please note: Hyphens count as characters.
- If you need assistance or clarification on defining acceptable version code formats, please contact your MailSouth account manager.



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Documentation Requirements

A bill of lading (BOL), a packing list/manifest, skid flags and carton labels must accompany each shipment of materials to MailSouth.

Each of these documents should contain the following information:

	Client Name	Job Number	Version Code	Sale Date	Total Quantity of Version Ordered	Total Quantity & Weight of Version Ordered	Total Number of Skids Per Version	Skid Weights	Total Quantity Per Skid	Total Quantity Per Carton	Total Number of Cartons Per Skid	In-Home Date	Piece Weight	Turn Information (e.g., turn of 50)
Packing List/Manifest	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		✓	
Skid Flag	✓	✓	✓					✓	✓	✓	✓	✓	✓	✓
Carton Labels	✓	✓	✓	✓					✓		✓	✓		

*Each skid should have one copy of the Skid Flag attached. Each carton should have a label, as well as a sample piece of copy attached on adjacent sides.

Roebuck Facility:

222 Roebuck Industrial Parkway
Birmingham, AL 35235
(205) 620-6375
Fax: (205) 620-6368

Indianapolis Facility:

7750 West Morris Street
Indianapolis, IN 46231
(317) 396-0844
Fax: (317) 396-0846

Alabaster Facility:

1840 Corporate Woods Drive
Alabaster, AL 35007
(205) 419-8086
Fax: (205) 518-5017

*Shipping addresses are subject to change. Please contact your sales representative for proper shipping instructions.

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