



# Supplied Tipped Hanger Specifications

Effective January 2006

## CAMPUS TECHNOLOGY

The following are general guidelines for determining tipped hanger components.

**Magazine Trim Size:** 8" x 10<sup>3</sup>/<sub>4</sub>" **Jog Direction:** Head  
**Head Trim:** 1/8"

### ▶ Quantity

Stated circulation PLUS any bonus circulation PLUS 3%. (Confirm on specific issue.)

### ▶ Due Date

All inserts must be received at our bindery at least two weeks prior to our mailing date. Contact your Production Coordinator for exact due dates.

### ▶ Pre-Approval

All anticipated inserts MUST be approved in advance, in writing, by the 1105 Media, Inc.'s Production Department. Otherwise, slowdown or increased bind-in charges may apply. Supply two paper dummies produced to desired size and paper stock.

After initial approval, please provide a minimum of ten printed samples of the insert as far in advance as possible to verify specifications before binding.

Send samples to: Production Coordinator, *Campus Technology*, 1105 Media, Inc. 9121 Oakdale Avenue, Suite 101, Chatsworth, CA 91311

### ▶ Safety

Keep live copy at least 1/8" from the trim size of insert and magazine.

### ▶ Shipment Preparation

Inserts must be packed and supplied without curls or tears and properly skidded with a minimum of cross-stacking. Please supply brick-stacked in 4-inch lifts. Bent corners and wrinkles should be avoided as they cause slowdown during binding. Any slowdown incurred due to poor packing is chargeable to the client. Inserts must be carton-packed with dividers between layers to avoid curling. Cartons should be crated on skids.

Inserts for multiple issues must be broken down on separate pallets or cartoned with specific quantities and labeled. They must also be properly identified on the packing slip so they can easily be broken down to avoid additional handling charges.

### ▶ Packing Slip/Bill of Lading/Load Flags

Each carton and/or pallet must be labeled with the following data plus have a copy of the insert secured to the outside of the carton. All cartons must be labeled with label facing out.

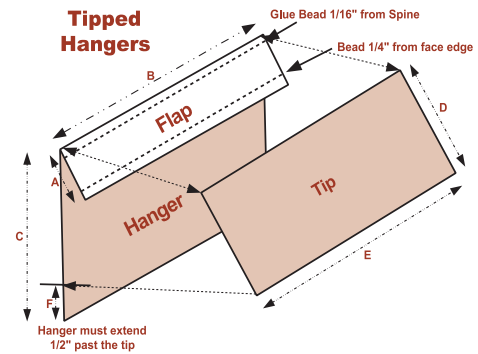
- Insert/advertiser name
- Publication name & issue date
- Description of item
- Account manager's name
- Total number of skids in the shipment
- Total number of full cartons in shipment (e.g. 1 of 6, 2 of 6, etc.)
- Total number of partial cartons in shipment
- Quantity in each carton
- Total quantity in shipment

This information must be separated by item for multi-item shipments. We will not be held liable for products or counts delivered to us without proper identification. Shipment of ten cartons or more must have a pallet load flag on all four sides.

### ▶ Palletizing Instructions

All pallets:

- Must be four-way entry
- Must have Tare Weight clearly marked on the pallet
- Must measure 40" x 48"
- Maximum pallet height is 48"
- A full pallet containing cartons, cases, etc. must measure no more than 40" x 48" x 48"



#### A) Hanger Flap Width:

**Min.:** 1"  
**Preferred:** 2"  
**Max.:** 4"

#### B) Hanger Length:

**Min.:** Length of untrimmed tipped piece  
**Max.:** Total length of untrimmed book

#### C) Hanger Width: *Hanger must extend at least 1/2" F) past the face of the tipped piece*

**Min.:** 6 1/2"  
**Max.:** Total width of untrimmed book

#### Hanger Stock Requirements: *For Tips up to 1.25 oz.*

**Min.:** Hi-Bulk: 7 pt. Coated 60# text  
**Max.:** Hi-Bulk: 9 pt. Coated 80# Cover

#### Tip Thickness/Weight:

**Min.:** 60# text @ min. dimensions  
**Max.:** 1.25 oz

#### D) Tip Width: *Tip must be at least 1/2" shorter than the hanger face*

**Min.:** 6"  
**Max.:** 1/2" less than hanger width  
*(1/2" less than total width of untrimmed book)*

#### E) Tip Length:

**Min.:** 5"  
**Max.:** Total length of untrimmed book

#### Glue: The location of the glue is critical to ensure:

- The tip is properly attached for pickup from the pocket
- That no glue extends from between the tip and flap. This will cause the tip to stick itself together or to stick to other tips.
- 1 bead 1/8" from spine full length of tip
- 1 bead 1/4" from flap edge full length of tip (very critical, little tolerance in variation)

#### Tip position:

- **Spine to Face:** Flush to spine
- **Head/Foot:** The location of the tip (Head to foot) on the hanger flap will determine the amount of head trim taken from the tip during final production.
  - **Head Trim:** Tip flush with head of hanger flap to produce the same head trim as final trim.
  - **NO additional head trim** taken from the tip during the final trim:
    - Tip must be at least 1" shorter than final trim size of the book.
    - Hanger must be 1" longer than Tip + Head Trim + 1/4" for Foot Trim if full size.
    - If tip is 1" shorter than final trim size of the book, position tip in the center of the hanger. This will allow before final binding:
      - 1/2" + Head Trim at the head
      - 1/2" at the foot plus 1/4" for Foot Trim if full size
    - If tip is more than 1" shorter than the final trim size of the book, position tip 1/2" + Head Trim from the head end of the hanger.

#### Hanger Preparation:

- Hanger may have printing on 3 of the 4 pages. The exception is the Flap portion where glue is applied and connected to the tip.
- This part of the flap can contain **NO** printing.

## ► Shipping Address

All inserts must be shipped prepaid to:  
Cadmus Specialty Publications  
c/o Drew Collison  
Insert Storage Warehouse  
2901 Byrd Hill Road  
Richmond, VA 23228  
Tel: 804-261-3124

Deliveries are only received Monday through Friday, 8am–5pm. *Deliveries outside of regular business hours will be scheduled for the following day.* To preschedule deliveries outside of regular hours, call: 804-261-3033.

Note: The contact address and phone number are provided for shipping documents only. All questions must be directed to your publication Production Manager.

## ► Digital Edition Requirements

All inserts are included in the Digital Edition of *Campus Technology*. This requires submission of digital files in addition to pre-printed inserts. Please submit the original native and/or PDF files used for the creation of the printed insert. Pre-printed inserts still ship directly to our bindery, but the digital files should be directed to the *Campus Technology* Production Coordinator noted below. See our Digital Advertising Specifications for more details on file formats.

## ► Contact Information

Direct all questions, changes or correspondence to:  
*Campus Technology*, Attn: Production Coordinator  
1105 Media, Inc.  
9121 Oakdale Avenue, Suite 101  
Chatsworth, CA 91311  
Tel: 818-734-1520 x112  
Fax: 818-734-1528  
Email: [campustechadproduction@1105media.com](mailto:campustechadproduction@1105media.com)

## ► FTP File and Upload Information

Name your files with the magazine name, issue date and project name. All uploads should be followed by either a confirmation phone call or email message to your Production Coordinator to verify the file has been sent.

**It is important that the uploaded file is placed in the designated directory for expedient access.**

**Host:** <ftp://ads.1105media.com/>

**User ID:** 1105user

**Password:** 1105pass

**Directory:** /1105external/production/(publication folder)

## ► Pre-press

Ads requiring work to be done (sizing, typos, etc.) by the publisher will incur an additional charge. Advertising files are stored by the Publisher for one year, then deleted.

## ► Proofs

Provide two digital color proofs at 100% size, created from the supplied digital file, on a contract-quality, digital halftone proofing system in accordance with SWOP web coated standards (AGFA Pressmatch, Kodak Approval, DuPont Waterproof, etc.).

Laser or inkjet proofs are not considered accurate in color and are supplied for content confirmation only. If supplied, the Publisher is not responsible for color variances between the digital file and final color reproduction.

**IMPORTANT NOTE: If proofs are not supplied, the Publisher reserves the right to have them made at the Advertiser's expense, and make-goods due to reproduction quality will not be honored.**

## ► Digital Advertising Resources

**1105 Media, Inc. publication's Media Kits and Ad Specifications**

<http://www.101com.com/services/DigitalAdRes.aspx>

**Digital Distribution of Advertising for Publications (DDAP)**

<http://www.ddap.org>

**Specifications Web Offset Publications (SWOP)**

<http://www.swop.org>

<http://www.swop.org/certification.html>

**Adobe Acrobat**

<http://www.adobe.com/products/acrobat/main.html>