



HIGH LIFE MAGAZINE

Tip-on Card Specification Details

Spec for pre-trimmed single sheet tip-on items only.

Maximum size:	269mm deep x 190mm wide.
Minimum size:	74mm deep x 52mm wide.
Maximum paper weight:	280 gsm
Minimum paper weight:	80 gsm

Tip-on inserts are glued along an approximately 10mm wide strip of the total depth of the item and affixed to the front page only of any printed section. The position of affixing on the front page is variable, but cannot extend beyond 10mm from the head and foot, 25mm from the foreedge and 40mm from spine. The position can vary by +/- 5mm in all directions.

Before any tip-on insert can be accepted as a confirmed booking by Cedar Communications, an example or 'dummy' copy must be supplied to obtain final approval by Cedar, British Airways and also to ensure that the printer can actually use the example through their machinery. Examples must be supplied two months in advance of the issue you wish to advertise in, final approval will be given as soon as possible after this date, to allow for printing of your tip-on cards. We cannot accept any responsibility for tip-on cards printed up without a final acceptance of the booking from us.

Packing

Tip-ons for High Life should be bulk packed on pallets, clearly labelled for the particular issue and evenly boxed ensuring no damage to the edges of the inserts.

Delivery

Deliver actuals plus 2% binders wastage allowance (please note any overs will be disposed of within 7 days of binding date unless written instructions are given. Inserts should be delivered to:

The Artisan Press
Gorse Hill Industrial Estate

Beaumont Leys
Leicester.
LE4 1AQ
Tel: 01162 355221

All consignments must be accompanied with the correct paperwork stating:

1. Title of magazine
2. Month of insertion
3. Name of printed matter supplied
4. Quantity
5. Codes for any different versions supplied and quantities of each
6. Booking reference for delivery *

* Delivery of tip-on inserts should be made one week prior to insertion date. Deliveries should be booked with Artisan Press 48 hours in advance of delivery whereupon a booking reference will be issued. Call 0116 2355221 and ask for Steve Hutchinson. Other than the booking of inserts, all enquiries should be made via Cedar.

For any further information please contact:

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