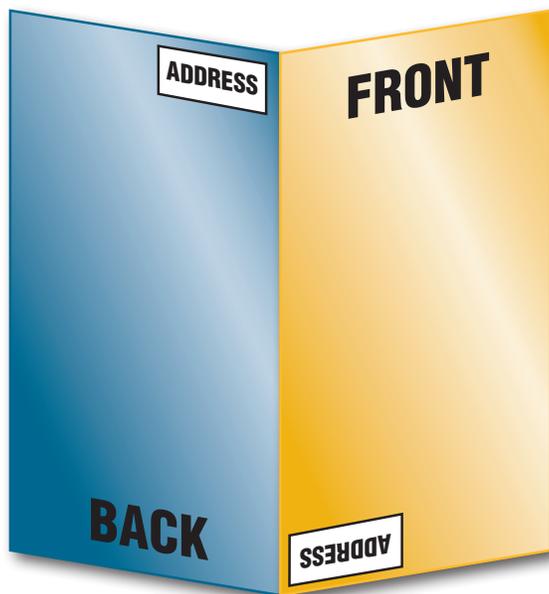


Address Location for Booklet Mailing (8.375" x 10.875")



Paying attention to certain Addressing guidelines can save you lots of money (and headaches)!

Where on the front or back cover of your publication should the mailing address be? The answer to that question may be more important than you think. The use of standard mailing formats for address positioning minimizes set up costs and expedites your order.



This diagram illustrates the various possible positions for address information. These positions are more cost effective because they allow for rapid machine processing of your publication rather than labor intensive processes.

Please Note: Standard positions require no special setup charges. They also print sharper on saddle-stitched products because they are on the flattest area of the booklet. Optional positions print closer to the edge of the booklet and the image may vary slightly.

The illustration below depicts the standard position for a mailing address – knock out or label. These postal approved locations require no machine set up, therefore saving time and costs. Any other position requires a set up charge of \$50.00

Not sure what's right for your mailing?

Ask one of Panaprint's mailing experts for assistance and more information. Call us toll free at (800) 622-0676.

