

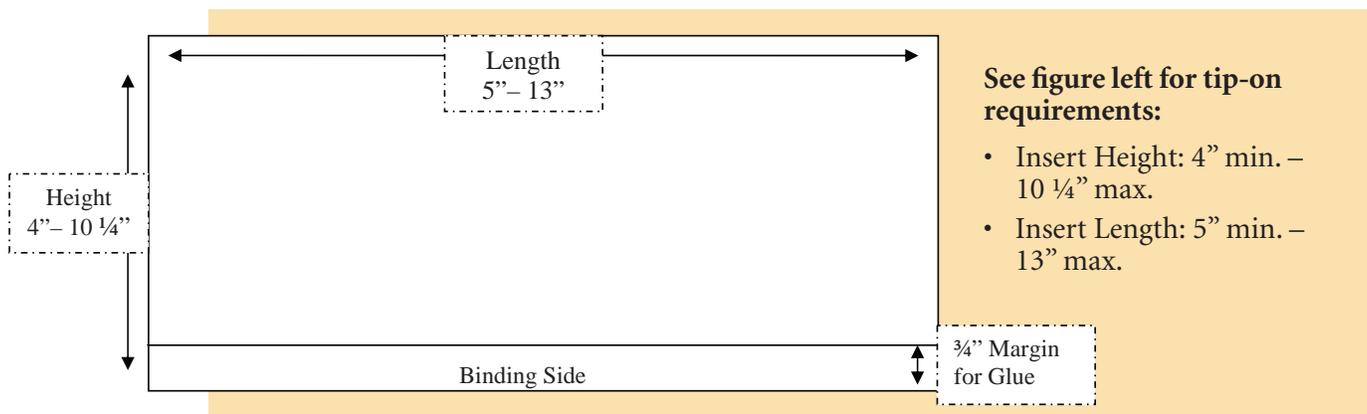


# Tip-On Services

A tip-on is an item, such as a promotional piece or reply card, glued to a printed piece. Inserts are applied using glue that secures the insert to the page, but allows for easy removal.

## A tip-on insert:

- Must be placed on a 16 page sig, Quarter Fold, or Digest.
- Can be placed on the front or on the back of a sig.
- Does not require a lip.
- Can be placed up to 1/2" from the spine.
- Should have a margin of 3/4" on the binding side for gluing.
- Can be any stock weight of 70 lb. or greater.



It is recommended that you have a perforated edge on the binding side to facilitate easy removal.

Placement of the insert can be anywhere from head to foot on the page. Minor variations will occur in exact placement. Please allow +/- 1/8 inch. Cards are normally aligned at the top of a page. Aligning cards at the bottom requires more planning and advance notice, since we must, in effect, reverse all standard positioning by 180 degrees.

### *Tip-Ons are perfect for:*

- Business Reply Cards
- Important Information
- Fundraising Inserts
- Pull-out Reminders
- Coupon Promotions



*Your customer service representative will be happy to answer any questions you may have regarding our tip-on services.*