

WEEK OF IN-HOME DATE	ARTWORK & ORDERS DUE	COPY DUE	PAYMENT DUE
Dec 24-30	12/7	12/11	12/22
Jan 14-20	12/29	1/2	1/12
Jan 28-Feb 3	1/12	1/16	1/26
Feb 11-17	1/26	1/30	2/9
Feb 25-Mar 3	2/9	2/13	2/23
Mar 11-17	2/23	2/27	3/9
Mar 25-31	3/9	3/13	3/23
Apr 15-21	3/30	4/3	4/13
Apr 29-May 5	4/13	4/17	4/27
May 13-19	4/27	5/1	5/11
May 27-Jun 2	5/11	5/15	5/25
Jun 10-16	5/25	5/29	6/8
Jun 24-30	6/8	6/12	6/22
Jul 15-21	6/29	7/3	7/13
Jul 29-Aug 4	7/13	7/17	7/27
Aug 12-18	7/27	7/31	8/10
Aug 26-Sep 1	8/10	8/14	8/24
Sep 9-15	8/24	8/28	9/7
Sep 23-29	9/7	9/11	9/21
Oct 7-13	9/21	9/25	10/5
Oct 21-27	10/5	10/9	10/19
Nov 11-17	10/26	10/30	11/9
Nov 25-Dec 1	11/8	11/12	11/23
Dec 9-15	11/21	11/27	12/7
Dec 23-29	12/6	12/10	12/21

- Dates in **BLACK** are End of Month.
- Dates in **RED** are Mid-Month.
- For dates shaded in **YELLOW**, the "normal" date for this deadline is affected by a holiday.



twenty
2018
eighteen

PRE-PRINT program planner

END OF MONTH &
MID-MONTH DATES ONLY

MATERIAL SPECS TEMPLATE

Material Specs Maximum
8 1/2" x 11 1/2"

Material Specs Minimum
3 1/2" x 5"

Oversized Material up to 11" x 11 1/2"

Materials within this area require a production surcharge.

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%

GENERAL REQUIREMENTS:

COPY DEADLINES

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

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.

COUNT VERIFICATIONS

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

OVERSIZED MATERIALS

When inserts arrive larger than Mspark'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.

PRE-PRINTS DUE BY 5:00 P.M.

RECEIVING HOURS: 8:00am to 5:00pm, Monday through Friday | 7:00am to 10:00pm, 2 weeks prior to In-Home Date

- Copy must be received at the appropriate facility by the dates identified under the Copy Due column, corresponding to the desired delivery In-Home Date.
- Alternative receiving hours can be arranged. Contact your Mspark sales associate for details. All appointments for weekends and after 5:00 pm must be made 24 hours in advance.

PAYMENT REMITTANCE ADDRESS: Mspark, Inc. | Dallas Lockbox | P.O. Box 848469 | Dallas, TX 75284-8469

Brompton Facility:

2515 US Highway 78
Suite 400
Moody, AL 35004
(205) 640-9200
Fax: (205) 699-1635

Alabaster Facility:

1840 Corporate Woods Dr.
Suite 100
Alabaster, AL 35007
(205) 419-8086

Indianapolis Facility:

7750 West Morris Street
Indianapolis, IN 46231
(317) 396-0844
(800) 813-7199
Fax: (317) 396-0846